

# VARIETY

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56 PAGES

## 5 B'WAY FILMS \$262,000

### Jolson May Do Show on B'way, WB Bankrolling

Al Jolson and Harry M. Warner doubled Friday (17), the day of the comedian's departure for the Coast to resume in a Warner picture. The eastern power was on the proposition of Jolson reopening the WB Hollywood theatre on Broadway with a semi-musical play this season.

The Warner house has been dark for many months and Jolson has long had the idea of WB backing him in a play with music, which ultimately he would make into a Warner film.

### Broadcasts from Alley; Mayor Beams, Crowds Look On and Wisecrack

Philadelphia, Aug. 20. While Uncle Wip, the daddy of Philly children's programmers, is vacationing at Atlantic City his nightly broadcast is piped from Pleasantville, N. J. Program is hooked up with Keystone Telephone, which draws a line from phone pole there, while Uncle Wip speaks the bed-time chatter from his parked automobile. Show switches back to the WIP studio frequently for talent offerings from guest children.

Comical highspot lies in the fact that Wip's broadcast is done from an alley in the seashore town's design sector, while the natives sit on the steps and wisecrack. Situation leads to much ad-libbing comedy.

Mayor of Pleasantville participates nightly in program and believes it to be the best thing ever to happen for the town's fate name.

### Monk Watson Strikes Oil—Quits Emceeing

Monk Watson, the former Detroit ace, has struck oil on his property at Mr. Clemens, Mich., and as a result is quitting show biz. Watson bought the property in 1928 while emceeing at the Grand Riviera, and recently would have traded it for at least half. He's taking his family to California.

### Zepping to Europe

Hollywood, Aug. 20. Clarence Brown and Alice Joyce (Mrs. Hazard) to New York this week and then will plane to South America. They then plan to zip to Europe on the Graf Zeppelin.

### Unexpected Gift

Charlie Foy was offered Blin-abeth, N. J., last week, but turned it down because he wanted to go to Joe Phillips' birthday party.

So the Warner office offered the date to Phillips, and Phillips accepted. Foy didn't find Phillips at the party and hasn't found him yet.

### VET VARIETY STARS IN A.K. REVUE

Studded with more star names than any old timers' turn of record, a unit including Eddie Leonard, Fritz Scheff and James Thornton, among others, is being produced for vaudeville by Irving Fishman. Show will be called "Sweet Memories".

Average age of the troupe is about 59. In addition to the three names, unit will consist of Fred V. Bowers (Horse and Bowers), Maude Lambert (widow of the noted songwriter, Ernest R. Ball), James Kendis, composer of "I'm Forever Blowing Bubbles," and Maude Nugent, who wrote "Sweet Rosie O'Grady," and widow of Billy Jerome, vet songwriter.

### MIDNITE SPOOK SHOWS GETTING MIDWEST PLAY

Chicago, Aug. 20. Midwest is breaking out with spook shows, playing one night stands. Show goes on at midnight and features about 45 minutes of spooks, illusions and spiritualistic hokey, followed by a flicker to wind up the scare.

Territory is covered with many small shows trying to make the idea go, but which really only wash up the territory for the larger ones. The biggest of these shows is playing the Great States, Butterfield and Minnesota houses as a unit of six people produced by Boyle Woolfolk. It carries a pop, plenty of paper, and advertises a two-hour show starting at 11:45 p.m. Billing carries the lead of "If You're Afraid, Don't Come".

### Benny's \$5,750 Weekly

Scholar that Jack Benny is slated to leave from his lefty contract represents the hottest money prospect made by any artist in radio. Within a period of two years his air income has gone from \$2,250 to \$5,750 a week. Latter figure is what he'll be getting from the dearest contract.

Benny's deal with his present account, General Tire, calls for \$4,500 a week.

### PIX DRIVE OPENS '34-'35 SEASON

Simultaneous Release of Strong Product Launches Answer to Recent Agitation—Breen in Newsreels and Hays Office Preparing Special Radio Programs—M. H., \$80,000; Par., \$60,000; Capital, \$45,000; Strand, \$42,000; Rivoli, \$35,000

### MASSING OF FORCES

The picture business is launching its counter offensive to the anti-film agitation this week. In fact the first guns have already been fired and minus any mention of the opposition of which there will be none.

The main blast is the simultaneous spotting on Broadway of five pictures, from as many companies, which are deemed strong speculative candidates by their respective firms. This procedure will be followed in other key cities.

That these five features are breaking into New York this week is something more than just mere coincidence, although the plan has been somewhat changed from the original intent. However, to the trade this screen broadside definitely marks the official inauguration of the season of '34-'35. That the boys have not guessed wrong on their selection of films for the event appears evident in that these five pictures will gross around (Continued on page 5)

### 16-HOUR PIER SHOW FOR 50c

Athletic City, Aug. 20. Sixteen solid hours of entertainment including three major film releases, four first time dance orchestras and three different types of stage shows—all for 50c, which will comprise the Reed Pier splurge over the four-day Labor Day weekend.

The Pier, operated by Frank P. Gracchi, has enjoyed an exceptionally big summer with his huge show policy and figures to top it off with the Labor Day bash. It has been playing to an average of 50,000 people on Sundays all summer and a proportionate amount during the week. Attendance record for any one day was broken last Labor Day (Continued on page 17)

### Auto Show Circuit Starting in West May Become Nat'l; 4 Wks. on Coast

#### Pulpit to Mike

Minneapolis, Aug. 20. Max Karl, Presbyterian minister, has resigned his pulpit to become a radio announcer with WUCO, local Columbia chain station.

### FRANCE LIKES BROADCASTS OF FILMS

Paris, Aug. 20.

Broadcasting of talking films tried at station Poste Parision is proving a big success with French radio fans. Station gets the films for nothing, on the theory that it is good publicity. But when films are used for broadcasting before theatre release they are never given in entirety, but merely extracts, as in screen trailers.

Musicals, naturally, are among the most usable type of film for those broadcasts. But in France a lack of other pictures are available (Continued on page 5)

### OLD-TIME MELLERS AS VAUDFILM UNITS

Hollywood, Aug. 20. Fanchon & Marco is sending out a vaudeville company presenting four mellers of an early vintage, on a nationwide tour. Ben includes "Uncle Tom's Cabin" and "Streets of New York".

Company of 12 includes Sherman Fairbridge, Eugene Edwards, Flora Finch, Kit Guard, Richard Carick, Violet Knight, Maryjorie Hambridge, William Gould, Russ Robinson and Myrtle Popin.

### Fishing with the Stars, Coast Piscatorial Lure

Hollywood, Aug. 20. Owner of a fishing barge off Malibu Beach, the swank ocean-side hideout of picture cozies, has found a way to fill his boat every day.

With a number of picture names piscatorially-minded and using the barge occasionally, the large owner immediately raised the tub three times and advertised come and fish with the picture stars.

Owner broadcasts pictures of ocean fishing and bobbing with the cellos over KMX.

Seattle, Aug. 20. Plans of a circuit of auto shows along the West Coast are progressing, with a meeting to be held in San Francisco in September, to be attended by managers from Frisco, Los Angeles, Portland and Seattle.

Carl Hunsay, Seattle manager, says auto men would contract talent to appear at all four shows, one week in each town. It is figured better talent can be obtained at okay figures when four weeks are offered, instead of an isolated single week.

The West Coast plan is apt to become a national policy, according to information here. National plan is to divide the country into four districts—West, Middle West, South and East. Shows are to be held simultaneously in the four areas. (Continued on page 13)

### Induced Her Son to Commit Murder for Film Job Publicity

Prague, Aug. 8. In order to get a job in picture business Marie-Luise, former secretary of the Czechoslovak consulate in Stockholm, induced her 15-year-old son to rob and murder a local school teacher, she told police.

The woman thought that the resultant publicity would make her so popular that she would be grabbed for pictures, she confessed. She had read in a detective thriller just how to commit the murder, she says, and explained the method carefully to her son, with full instructions.

### RAIN THE HEADLINE

Rodeo Audiences Churn Unwanted Moisture at Sidney

Sidney, Ia., Aug. 20. Despite conditions, the 11th annual rodeo, American Legion put, went over to break all attendance records. 4,500 going through the turnstiles on the first day, exceeding all previous marks by 2,500.

One of the surprise features that stopped the first-day of the show for a few minutes was rain, the crowd, instead of ducking for shelter, standing up to cheer.

### Ethel and Eva Co-Stars

Ethel Hartman, according to accounts, will co-star with Eva Lorraine in "L'Aiglon," which the latter will stage for H. B. Franklin and Arch Selwyn.

Another player mentioned for the show is Len Keith.

# N.A.B. POLITICS GET HOT

## The Press and Sen. Dill

Newspapers are angry at Senator C. C. Dill, who is streaming up radio stations against the press-radio news bulletin system as now operating. Dill favors establishment of a radio equivalent to the A.P. and U.P. of newspaperdom.

Dill's use of government frank privileges to circulate broad-casters for answers to a questionnaire on the subject of news-casting burned the press. While the propriety of the use of government facilities may be a matter for divided opinion, friends of Dill have pointed out that he proposes to employ the material not only before the N. A. B. convention in Cincinnati, but before the Federal Communications Commission, and that use of the frank can be justified as fact-finding for official consideration.

Marked bitterness of press comment against Dill shows once more how keenly the newspapers feel on this always-controversial subject of news reporting by radio.

## Dill, Davis, Hard to Address N.A.B.; Expect Big Attendance in Cincy

Cincinnati, Aug. 20.

Senator C. C. Dill of Washington, chairman of the Senate Committee on Interstate Communications; Judge Edwin L. Davis, of the Federal Trade Commission, and William H. Hard, political radio commentator on the CBS chain, will be principal speakers at the annual convention of the National Association of Broadcasters at the Netherland Plaza in this city Sept. 14-15. Fazel Crowley, Jr., is chairman of the committee on arrangements for the conclave.

In conjunction with the broadcast-ers' huddle will be held the yearly meeting of the National Association of Radio Editors, headed by Carroll V. Martin of the Post-Gazette, Pittsburgh.

Among important matters to be considered by the broadcasters will be the allocation of radio facilities to non-profit organizations.

Following the broadcasters' get-together there will be a special hearing of the N.R.A. Code Authority on wages and hours for radio technicians and entertainers. It is set for Sept. 20 in the Netherland Plaza. Crowley anticipates an attendance of 600. Last year's meet at White Sulphur Springs was awkward geographically.

L. B. Wilson, president of WCKY, is leading a band in arranging the convention program, although ill-health prevented his acceptance of a post for more active participation.

While here the broadcasters will inspect the transmitter plant of WLBW at Mason, O., 22 miles from downtown Cincy, recently dedicated as the world's most powerful commercial blaster with 500,000 watts.

## BILLING SQUABBLE NEARLY ENDS SHOW

NBC's Sunday night sustainer, "Win' 'n' Town", narrowly escaped going into the discard because of a scrap among the cast for top billing. Program department became worried of the frequent ructions over this angle and decided to solve the problem by breaking up the show altogether. Higher-ups, however, vetoed the idea on the ground that it was too popular to drop.

Those getting billing on the show are Ed Lewis, who doubled as weather and m.c., Ryan and McBride, Grace Hayes and Leopold Stokowski. Sunday before last (15) the program introduced Basia Jurek and Standard Brands didn't like it because the violin soloing was associative with Dave Rubinoff on the Chase & Sanborn affair, which fills the same hour on the red (WEAF) loop.

## Mexico Goes Nationalistic

Mexico City, Aug. 16.

Mexican Musicians Union has asked public education ministry to ban foreign musicians and orks from performing at its radio station here. Union argues that there are plenty native, time makers and m.c.s. hunting jobs.

## ANTI-NETWORK BLOC BUZZES

Talk That Indie Stations Will Seek Own Organization with NBC and CBS Owned or Operated Stations Denied Membership

### NOW OR NEVER

Groundswell of a quiet secession movement is unmistakable four weeks before the National Association of Broadcasters is scheduled to hold its annual pro-wo in Cincinnati. A crisis may be near in the destinies of the N.A.B. due to the sharpened hostility between stations and networks. And the special representatives are feeding the fires of revolt.

It all boils down to the matter of time saturation on the networks, with the web determined to hold control of full hook-ups. Against this is the strong disinclination of many stations to peddle choice hours for the meagre compensation of the debs while this same time can be handsomely auctioned to local or spot sponsors.

Veritable mass of policies complicates the situation, but in essence the anti-network bloc within the N.A.B. wishes to wash the organization clear of web domination. It is felt that now is the opportunity, as in a year's time extensions of power franchises by both networks will alter the present balance which tends to favor the stations against the webs.

### ABRAZIVES

It is practically conceded that no network-branded personage can win any of the top berths on the N.A.B. slate this year. On the other hand, the indies fear the networks can bar the election of several strong candidates highly acceptable to the station men, but carboile to NBC and CBS. Two big chains increasingly tend to consult each other if the common purpose of stopping the Bronx cheering section.

That the special representatives are feeding fever germs to their stations is admitted. Hops would like to see the N.A.B. shorn of its claimed vanguard to the webs, or, failing that, the foundation of a second organization of broadcasters sharing the common viewpoint.

Chicago, Aug. 20.

Special reps are going about the work of organizing the nebulous new N.A.B. very quietly, putting nothing down on paper and spreading the call only by telephone or across the table. Representatives and leading stations wish to keep strictly under cover until all plans are complete and the association ready to step into the radio picture. Many leading indie stations, which means those stations which

## Advertising Circles Think Small 'Webs' Will Grow in Popularity

Latest combination of stations developed as a network in an effort to cover the primary basic area at a minimum cost is WLW, Cincinnati; WGN, Chicago; WCAE, Pittsburgh, and WOR, Newark. Beaume Bengeue Annabesque, will introduce this foursome as a hookup by itself Oct. 19. It will be a half hour program originating out of WOR. Contracts all around call for a Friday evening release over a period of 26 weeks.

Indie cross-country combine which included WOR and WLW and WGN is not new, but it's the first time that WCAE, an NBC affiliate and Hearst owned, has been made a part of one of these links.

Advertising circles anticipate the use of this type of hookup on a large scale during the coming broadcast season. Also that some big stations with NBC or CBS affiliation may, after enough business has been accumulated and the outlook becomes bright, decide to form their own 'super' web. All member stations would serve as feeding points.

Beaume Bengeue show will consist of Norman Corbin, Lucile Peterson, a male quartet and Louis Katsman's band. Corbin is the baritone-basso who wore the mask on the Kraft-Phoenix program.

## Bowen Not Utica-Minded; Sticks to Work Out Byer Reorganization

Byer Recording Laboratory, Inc., in which Scott Howe Bowen holds a 50% interest, has been granted an additional 30 days to work about a plan of reorganization with its creditors. Order was signed by Judge Caffey in the New York Federal Court last week. Byer studio went into receivership three weeks ago.

Bowen, Monday (yesterday), denied the report that he was making arrangements to wind up his business in New York and devote himself to the operations of his station in Utica, WHIX.

## Norman Baker Again

Muscatine, Ia., Aug. 20. Norman Baker, former indie broadcaster, has on file with the Federal radio commission an application for reconsideration of permission to erect and operate a 5,000 watt station here.

Baker has been turned down once on the grounds that Iowa is now over-supplied with radio facilities.

are independently controlled even though affiliated with networks, and the representatives feel that their fortunes lie away from the present NAB and that they need an association which has no network owned stations.

Particularly want to fight for more station break time between network shows, better deals for the stations with networks and a militant organization that will fight for the independently owned station. They are comparing their situation with the theatre situation, where the independent theatre owners have their own association despite the fact that they use circuit-controlled picture product.

## John Kennedy Kids Clock-Conscious Advertisers Without Showmanship

Chicago, Aug. 20.

RCA distributors had a meeting here last week and talked about tubes, trade-ins and new cabinets. Maybe that's not so important. But at this meeting there was John H. Kennedy an asset broker for NBC and show business in radio. Talking informally Kennedy rocked home some keen observations—summed up he implied that radio is, like it or not, part of show business and showmanship always clicks.

Elaborating on this notion Kennedy raised those sponsors who expect their time yelling for a particular brand based on the clock who try to

lag along just behind somebody else's good program and who think of radio only from the mechanical and clock-and-calendar point of view. He poked fun at advertisers who think that Tuesday is better than Wednesday and Wednesday better than Monday, etc. He summed it up with a statement that it isn't the time the show goes on but what kind of show it is. It isn't the minutes but what's inside those minutes.

Kennedy also acknowledged the power of other advertising media and stated quite firmly that radio is most successfully used in conjunction with other media.

## CBS REPS 14 STATIONS AS STARTER

As soon as it has obtained signed contracts from the stations concerned CBS will announce its entry into the general station representative business. Outside of the 14 it owns or operates, the web has 14 outlets lined up for which it will spot selling on a national basis. With the latter group, each of which is a network ally, CBS had to date only oral agreements.

Network through its local sales department is not undertaking to sell spot time for any station which has a contractual tie-up with another station rep.

## REVAMP CODE BEFORE CINCY

Washington, Aug. 20.

Hope that revised radio broadcast code can be finished before industry convention at Cincinnati on Sept. 20 was expressed by N.R.A. Administrator William F. Farnsworth, but so far calling of conference on major issues has been impossible because principal negotiators are scattered all over the map.

Dill unable to fix a date to start ironing out differences on labor clauses, Farnsworth said he would attempt to get poet in shape for industry okay prior to the Cincinnati convention and Code Authority sessions. Possible that several issues, including artists' salary clauses, will be side-stepped and left for further consideration.

## CAMP MEETING, 1934

Religious Colony Plugs Chaps Vocations Over Air

Philadelphia, Aug. 20.

Latest in broadcast tie-ups is the one being used by Rev. Percy Crawford over WIP. Religious service is presented for younger people during the winter and spring and plugs the advantages of Crawford's summer camp nearby.

Prior to attendance hits a low of 49 weekly. Attendees are treated to early morning chapel, swim in the lake and physical exercise activities. Camp meetings and sermons nightly in the open air substitute for warm churches in town. Editor of Rev. Crawford's book of summer has topped all previous seasons.

Air Line News

By Nellie Revell

Last Monday eve after their rehearsal for the West Coast one of the Dick Humber musicians left Radio City via the 43rd street side. This is opposite the parking space and at that late hour light is none too good. Called to the curb by three ladies in a car asking for directions. Wound up on a road over on 16th avenue minus \$35, his watch and trousers. Finally staggered down and into a cab in his undies, drove to the Essex House and sent caddy in to Dick Humber for a pair of trousers.

It's Always Embarrassing

New Mickey Cuckane series over CBS for Ford was booked and announced on the air without the knowledge of the New York office of CBS and the agency. Show was submitted and bought late Saturday, the deal running over into Sunday, August 11. First warning the New York office got came from the plug on the Warning show that same Sunday eve. One of the Detroit paper men is doing the script.

Hitler Breaks NBC Rule!

Both NBC and CBS are very definite about broadcasting recorded shows: NBC after spending much money to send Vallee, Westminster Choir, Southernaires and Eva Jessye Choir programs to Russia cut the Soviet show off two minutes before the opening because it was a recording. Instead the stand-by show went on. The German Government did both chains nicely last week, however. Both networks opened their studios a half hour earlier to catch the Hitler Eulogy for Von Hindenburg. NBC even had the press folks on hand for a translation. After it was all said and done the NBC discovered they had been duped. It was a recording!

Advance And Give the Password!

All clients' rooms at NBC are now locked at all times. Opened only when clients are known to be coming, with openings and closings being timed by pagers. Also the observation booths of all commercial rehearsals and broadcasts are locked. And any audition even if only for Program-Board means locked doors. A. J. Walker Thompson Agency programs are working behind locked doors also. So it's a good idea not only you can't watch but you can't enter the studio without okay from agency.

'Who is the Man With the Ear Muffs?'

Radio City Guide Service was swamped last Tuesday. Twenty-eight hundred and nine signifiers were escorted through studios. Day included two out-of-town groups totaling 1,100 persons. One group of 800 moved in at one time. What with the plush ropes and brass posts and crowded aisles the place looked like the intermission at the Music Box.

Sounds Like Hollywood

In answer to a telegram from John Royal asking him to announce the Danny Malone debut, Graham McNamee answered, 'Who the heck is Malone?' and received the following answer from Royal, 'Shut up! We're having enough trouble trying to explain to him who you are!'

Helen Tris on WEVD

Helen Tris of 'The Tris Sisters' of Paris, London and New York starts a minute series over WEVD tomorrow eve. Helen is an American girl who has lived in London since she went over for John Murray Anderson and the 'Greenwich Village Poetess'. She was the wife of the late Frank Fogarty, 'The Dublin Minstrel'.

Vacationing

Jerry Cady on one month leave of absence from Fletcher-Kilgus agency—going to California—wrote the Dubs Roth shows...Bob Taplinger of CBS press to Spring Lake for week-end...Ardis Ackerman of J. Walt Thompson agency press to Chicago...Road Routledge subbing. Road is a female...Hans McNeil, CBS guardian of the 19th floor, left Friday for two weeks at Cape Cod...Pat Harley, secretary to Johnny Johnston, resting for two weeks...Nila Leach, writer and production, away for three weeks...Knoxie Bentrakin will sub...Nila handles the Sunday morning bidding shows...Chicago's visited with Herbert Hoover while in California on vacation...Burke Miller insists he'll do a lot of sleeping in his own bed...Jack Levin and wife back from month's motor trip through West...Don Higgins, news editor of CBS press staff, visiting friends and relations in Chicago...Mary Doust back at WOR...Herb Polonsky, L. Walt Thompson production man on the Kraft show, to Kingston, N. Y., for a week and then to Saratoga for last week of races. Talking the frau who is Nancy Raymond, society editor of Daily News, along—couple also taking a long for ferrier...Bob Simon, the music specialist of the agency, will sub.

Sarambled Notes

Both chains have sold as much commercial time they have issued edicts about taking local commercials...NBC will no longer sell WEAU or WJZ locally on Sunday, and CBS will do no more new sustaining shows till all commercial time is set...Chains are giving 'The O'Neill', WOR Irish family skit, the once-over...Bud-O jumps to half hour on the 26th; had been 15 minutes for the summer months...Van Housen returns in Oct...Al Evans, NBC musician, had two clarinets and two saxophones stolen from one of the larger studios between a rehearsal and performance...Johnny Cantwell writing continuity for Two Blues and Larry Grant at WEAU...Selmet Music Corp now has name on door at Rockwell-O'Keefe...Phillip Moric now renowned for 36 weeks...Clyde North handling Tastemast production for Rocke Office comes from Chicago, collabed on play titled 'Remote Control', on the boards here about three years back...House-Jameson now chief announcer at WEVD; former Theatre Guild actor and free lance radio artist...Mario Pansone and Rocke Productions have moved residence...Curtis Arnold, the original 'Red Davis', which he is no longer due to money squabbles, is playing bits on the Palmolive show...If no other show can be lined up Jack Pearl will be used on the Chase & Sanborn spot after Cantor...The NBC baseball team composed of pages and guides is leaving The Motion Picture League with eight won and two lost.

Just Gossip

Johnny McGovern and Phillip Ryder went temperamental during an audition at NBC last week and the show was cancelled. Show titled 'Palms in Hollywood' was being auditioned by an agency...Grace and Eddie Albert who broadcast as 'The Honeybees' are neither married nor related...Rockwell-O'Keefe now handling Bob Ripley for radio. Ripley is in Africa right now...Certo's Maria's Matinee folds on Friday...Duck Rogers' return on Sept. 1...Helen Fox, CBS hostess, a native Kentucky girl, will be 'kerned' by Gov. Lafoon as a birthday gift...Ed Ingle leaves NBC press to join Earl Ferris press office...Sidney Evans, head hostess at NBC, lost her mother last week...Helen Handa passed away in California early this month...The Peter de Russes are moving to New York for the winter...Harold Levy will be known by his own name in the future instead of 'Don Allen' or any other non de plume...Patricia Pope resigned from WOR dials promotion...Thomas 'Toddy' Salaberg, assistant to Joe Hartly in WOR copyright dept, married a Brooklyn boulevard Sunday...K. K. Hanson had toothache trouble last week...Honeybair Owens of Benton & Bowles doing scripts for the Palmolive operettas...Earl Ellis will switch time again...CBS will air this one on Sundays early in Sept; commercial time trouble...Maxwell Showboat will do 100th show on Sept. 5. Five native Pittsburgh boys in the Dan

RADIO

10% Up

With the estimates based on contracts already in the files, NBC figures that its turnover from time sales this October will be at least 16%, better than it was in October '31, which still stands as the week's record for that month of the year. In October '31 the gross take came to \$2,315,091, as compared to \$2,181,517 in October '28 and \$1,963,275 in 1932. Difference in gross between the parallel months for '33 and '31 amounted to 8%.

Waxworks

U. S. Tobacco (Dill's Best) is supplementing its Friday night show at NBC with a spot campaign. The account in the latter instance the account is having its network programs taken off on discs. Stations coming under the spot arrangement are getting 52-week contracts with the usual cancellation clauses. Outlets taking the disc number 13.

Life Buoy Soap through Hathaway & Ryan is having NBC's transcription department turn over a series of 45 five-minute discs for distribution among 12 stations.

Armand Co. is resuming the recording and broadcasting of the platter series—with June Froman, Don Home and Lonnie Hayton's band. With 12 programs involved in the deal, production stopped after the sixth master because one of the artists was ill.

Niagara Hudson Power and Light Co. has through D. B. D. & O. resumed its spot campaign through New York State. Series calls for 18 fifteen-minute recordings with Little Jack Little. Discs will be played at the rate of three a week.

Waltz Lamp Co. of America will this fall use 10 stations for another Smilin' Sm. McCannell recorded solos. Stencil order is for 13 quarter hour sessions.

Billy Ellsworth is using platters exclusively to audition his hill-billy acts to the clients and stations throughout the country. Recorded at the RCA Victor Chicago studios, the platters carry a regular 20-minute show with an announcer tying the songs into a program. Are on two sides of a 15-minute disc. Among the acts being auditioned in this manner are Tom and Don, Houston Hot Shots Girls of the Golden West, Patsy Montana, Chuck and Ray, Buddy, Zeb and Otto.

Mollie Penders

Stacked-Goble agency last week auditioned five programs for contemplated replacement of the old Mollie setup. Two of them were picked for piping to the clients in Chicago.

Submitted pair were the King's Men, harmony trio that Paul Whitman imported from the west coast, and a 15-minute minstrel show.

Boston ark...S. L. Hirschberg from Albany to N. Y. for Pack Agency. Will handle new accounts...Ed J. Newby, 'The Old Timey', assisting Benton and Bowles since Ruffner on vacation and Bachter to go soon...Paul Wellen, NBC page, was champ swimmer at Commerce and Indies to cop the 100-yard swim in Daily News Derby...Rosen and Drums returns Sept. 8 at NBC...Jack Roche, asst. news editor at CBS, out with tonsillitis.

Short Shots

Ed Manning of CBS press to Detroit to handle Ford show and rest...H. E. Stuckles of same office away for two weeks...NBC has studio on ninth floor all tucked out with apparatus making visible the voice as it travels from microphones to loudspeakers; has one gadget to show the different vibrations of each voice...Jack Pearl has yet to do a comedy drama play...Joe Venuti to Palladium in London on August 27...Johnson hasn't been renewed since his last show which finished his contract and Joe Cook's option comes up in two weeks and nothing has been said as yet...Sid Weiss and Irv Fields have combined publicity office, also collaborating on radio and movie scripts...Louis Wiley doing NBC production on the Kraft show, replaced N. Sweetstar.

Stock Turn Up Again

Three babies in three weeks are expected in the CBS press dept...Dave Carter on Sept. 10...Bob Wilkinson on the same date...and J. P. Guide, head of the dept, on Oct. 10. The boys have a lottery based on the gender of the first arrival...Ed Cashman of CBS production expects an heir in Oct...Ward Wilson any day...Veronica Wiggins has a little girl...and the Jack Fullons are hoping they will be one too...Brooks Temple of WINS has baby girl.

Always Auditioning

Beatrice Lillie...Johnny Green Org...Conrad Thibault at CBS for Banks Coffee, two days running...Lux Soap listened to 'The Green Goddess' condensed to a one-hour show. Claude Rains played the George Arliss role. Idea is for a new show each week at NBC. J. W. Thompson Agency...Smith and Dale, Ray Heatherton, Martha Mears and Lee Perrine Org at NBC for Mollie as who didn't but looks like Kings Men, the Whitman's program, have the inside track...Kate Smith for LaFrance.

Radio Chatter

New York

John Sheehan, tenor on an afternoon over WGB, no longer goes near any musical plant whose leaves are pruned in trees. Got a bad dose of poison ivy recently while attired in a swim suit.

During vacation, Robert Riesling, of WGY's announcing unit, went to New York and uncorked his dramatic baritone on 'Air Breaks', new artists' program which NBC sends weekly to a group of stations in red ink.

Bob Steno, of WIT's continuity staff, doing a grandfather's role, despite his youth, in 'The Mudovers', serial sketch written by Frank Oliver and acted by Mattie Flanagan. Station WGIN, at Chester, broadcast the light harness races from Goshen.

Byron Snowden resigned as police reporter for the Albany Knickerbocker Press to join the sales department of WOKO.

Deia Beardon, singer on WAYS, Syracuse, married Hugh Hindeley, vocalist and musician, at Sandy Creek July 21.

After several months traveling through America, L. C. A. Ferguson has returned to WJZZ, Elmira, with his program, entitled 'The Traveler'.

Mrs. Francis Crowe Kennedy, soprano, and Don Ruth, baritone, formerly individual artists at WJZZ, Elmira, have made their bow as a duo.

Decor barrels recently joined the ranks of sponsors. Now its garage cars. Product called Garb-a has five minute talks starting on WJZZ.

Burt McMurtrie busy arranging new programs and pickups for WMCA. Park Central, St. Moritz bands and Gloria Grafton are added starters.

Lang Sisters, harmony duo, formerly with Paul Tremaine and Johnny Johnson's orchestra, and recently working at the Club Palomara, Schenectady, are now doing via WGY a one-morning-weekly commercial with Betty Lenox (Patricia Sheldon), household expert. Girls have broadcast over station for sometime on late-afternoon shots.

Toichi Hirakawa, xylophonist on a breakfast hour program over WJZ, was a birthday guest last week on Chester's broadcast over the WEAU red web. Spoke in Japanese and in English.

Cherie (Charles K. Field) back at work on his early morning broadcast over 30-odd stations in the NBC web.

Irvig Aaronson's Commanders broadcasting over the NBC red network from Manhattan Beach.

Two WMCA gals, Jean McDonald and Esther Carpenter, off to Bermuda.

Among WGY's new commercials is one sponsored by a school. Program, called 'Campus Days' and featuring John Sheehan, tenor, is presented by the Albany Business College. A 15-minute shot, based on Thursday afternoon.

Pauline Alpert's car was totally wrecked and her face cut and bruised, but she made her broadcast just the same.

It will be Joe Bolton's birthday Sept. 8 when he returns to WOR from his vacation.

Every Brotherhood of Pharmacists System. Inc. donated that it is a company union. Pharmacists system.

sponsors Leahy Trio and White over WEAU.

Walter Abrams touring with Conrad and Tremont, piano tunes, at WOR.

Genevieve Carol Martin, 12, will be guest pianist with the Baumgardner Little Symphony Aug. 26.

Ohio

George Moore, commercial manager of WCKY, Cincinnati, fishing in Michigan.

Susan Hoekin, Cincy country girl and a grad of St. Mary's Academy, South Bend, Ind., steeched a berth on dramatic staff of WLW.

Ward and Mussy, piano duo, on NBC links for past year, now on staff of WLW, Cincinnati; they're Maurine Ward and Florence Mussy, both from Wichita, Kans.

Uberta Massey, fiddler with Radio Melody Masters on WLW, is on Cincy College of Music artists' faculty.

'The Old Home Town', a new Friday-evening 30-minute sustainer on WCKY, seems to have struck a popular fancy with that station's listeners, as evidenced by flood of fan mail. Eld Ten Eyck, Alvin Crabtree, Johnny Hayton, Carl Spear Spradling and Bob Keys, Alma Ashcraft, Helen Thompson, Richard Chann, Maurice Thompson, Radio Tomboys, and Lowell Baxter, organist, are in it. Secretly it's Maurice Thompson, who also does directing.

Wilson Lang, tenor on the WLW staff, rates gilding honors, but not for his playing. Last week he entered a musical tournament on the radio. He hopes of busting into the early 90s were for naught. However, he won the grand prize—a \$100 set of matched clubs. He is a left-handed divot-digger and the sticks were for a right-hander, but the judges were quick in arranging for a change to his liking.

Fourth annual, ending by Cleveland radio dealers will be held Saturday (25) at Olentangy Park, Columbus. A free entertainment program will be conducted by acts from Cleveland's WLW station in Cincinnati, including Hink and Dink, Stanley Peyton, Nora Wayne, Sandra Roberts and Franklin Doss.

Illinois

Marion and Jim Jordan away from NBC on a week's vacation.

Fourth annual ending by Cleveland radio dealers will be held Saturday (25) at Olentangy Park, Columbus. A free entertainment program will be conducted by acts from Cleveland's WLW station in Cincinnati, including Hink and Dink, Stanley Peyton, Nora Wayne, Sandra Roberts and Franklin Doss.

Truman Bradley, CBS announcer, called back to work in Manhattan for a night to do the Sunday Ward Hasting program.

C. L. Manser readying for an airship appearing on WMAZ, 68 hours of smiling to his credit.

Leonard Erickson in Montana for his vacation.

Bob Kaufman's press staff at CBS associated with Fede Scheibel from the Daily News.

CBS local studios issued a pink publicity sheet bulletizing 30 latest appearing on Broadway in program from skull fracture to tumbling while airing a dog.

Indiana

Marjorie Krommiller, 18-year-old songstress, goes on WOVW's 'Hinson's Hunk' program as a featured singer with Zangman's orchestra. Said to be the youngest warbler in state on a major commercial, and specialties in popular hits.

Pacific Northwest

Upon the special invitation of Louis Warner, head of stations KIQ and KGA, Spokane, Ivan Dittmar and Don Lehman, KGA, Seattle, will appear on the featured part in a two-hour dedication program for the newly installed KIQ-KGA organ.

KOMO and KJR, Seattle, continuing with the nightly Club Victor broadcasts with the coming of Jack Bain's orchestra to the cabaret, replacing Hal Grayson. Broadcast goes on Coast here at a hour each Tuesday and Saturday eve. Hal Wolf announcing.

New names on the announcing staff of KGW and KXK in Lawrence J. Keating of New York City. Keating comes to the radio with a record of 14 years on the stage, recently appearing on Broadway in such productions as 'Men in White' and 'Queer People'.

Pacific Coast Network will broadcast a new show this month from KGW. Bart Woodard and his band will take the place of Jack Bain's group for a month while the latter fills an engagement at the 'Club Victor' in Spokane. Woodard to take the Club Victor in Portland, will continue Bain's schedule of three broadcasts weekly over KGW to NBC.

New program of KXK is a three (Continued on page 23)

# SHEPARD POWER IRKS CBS

## WOR Placing Talent Under Contract In Move to Build Up Artist Bureau

WOR, Newark, has begun a campaign to sign up all talent appearing over the station under exclusive contract to the WOR artist bureau. Hereafter such affiliation had not been indispensable, although the artist bureau for some time has been given increasing attention.

With the demand that everybody place themselves under contract WOR is obliged, to pay sustaining talent, a good share of which heretofore went uncompensated, according to the traditions of broadcasting. It may also mean that un-sponsored talent generally will have to be paid more to offset the 18% commission the WOR Artists Bureau will assess against all outside radio as theatrical engagements.

While performers are grumbling and many speak of quitting WOR altogether rather than be pushed into what they deem a mortgage on their futures, it is too soon to know what possible losses the station might take. Evidently the station feels no need for alarm. On the contrary, WOR looks upon itself as a beneficial influence in the lives of radio entertainment.

### WOR's Defense

In defense of the new policy WOR argues that the station is the next step below the networks and that performers find it a happy strategic position from which to approach NBC and CBS. WOR is sympathetic but not entirely philanthropic where performer positions are concerned, and in the future wants to share in the rewards artists reap from network commercials or other sources, thanks, the station feels, to the built-up on WOR.

Performers don't object to paying WOR 10% on engagements actually booked by the WOR artists bureau, but they choke at paying commission on any work they may promote for themselves.

### COAL AND GOOSEPIMPLES

#### Hard-In-Thrill Fuel Boys Pick Own Crime Scripts

Distributors of Blue Coal essay on shrinking violet act when it comes to expertizing on the crime mystery story. They aver that their contacts with "The Shadow" series of two seasons ago made them enough of an authority to tell a good shucker when they read it, with the result that the agency on the account, Rothman & Ryan, is finding it tough lining up scripts for the same show's revival on CBS this fall. New series starts Oct. 1.

Of the 18 scripts submitted to the client only two have been approved, and these are tentative acceptances. Blue Coal is invoking its previous policy of engaging no particular writer or writers for the program. Account prefers to make it an open field with all scripts turned out and submitted on a strictly speculative basis. Ben Roche has the contract for the show's production.

### Geo. Young Banged Up

Minneapolis, Aug. 20.—George W. Young, ex-actor of independent station WDMY was seriously injured in airplane crash near here Saturday. While flying north alone in his airplane he was shot down in the lake region his ship was caught in a violent wind storm. Young sustained internal injuries and an ear was nearly torn off.

### Bayward's CBS Job

Henry H. Bayward has reported Julian Picht as commercial program supervisor for CBS.

### Research Wins Again

Seed broadcasting campaign for Scott-Towne is being championed by the J. Walter Thompson agency.

### Royal Garb

Lancaster, Pa., Aug. 20.—C. R. McCullough, general manager of the Mason-Dixon radio group, came in for a lot of kidding recently when he was bowled over by a truck. Garglers claimed new talon trousers were being worn by the c. m. for the first time and that lack of confidence diverted attention from the regular job of watching traffic. McCullough escaped without serious injury although pants were listed in inventory as total loss. Prince of Wales started the talon trouser fad.

## BEST BY TEST RULE PICKS SCRIPTS

CHICAGO, Aug. 20.

Scripts for the Grand Hotel program collected during the last two months are being eliminated by the local NBC staff in a new way. The Board first decides whether or not there is any merit to the script. Those that have no chance are immediately put aside. The rest are being given to the cast to put on as a regular audition, and the best chosen. It's expected that due to the difference that exists between just reading a script and putting it on for practical test a better selection can be made and squawks about unfair selection will be avoided.

Grand Hotel program sponsored by Campana runs back over the NBC wires Sunday afternoons starting Sept. 23 at 4:30 EDT.

### No Lillie for Sanka

Combination of Beatrice Lillie and Johnny Green has been turned down by General Foods. English comedienne and a Green unit were auditioned as a half hour program for Sanka coffee.

Another show for the product will be submitted to G. F. as soon as it has been readied by the Young & Rubicam agency.

## ONE-MINUTE BLURBS ON BIG HOURS NOT WELCOMED BY LEADING STATIONS

### Boost Rates to Discourage Bargain-Hunting Sponsors —Advertisers Who Contribute No Entertainment for Public Get Runaround

Chicago, Aug. 20.—Problem of expiring announcements is worrying the big stations and spot business representatives. With the network business running at top speed already and apparently set for a sell-out from the start of the fall season, the stations are wondering how they are going to find time for these spot announcements.

It looks as if the one-minute placeholder announcements will be severely discounted as they find no market for expiring broadcast, particularly since the networks are cutting down on the breaks between web shows.

Minute announcements in the past two years have come to be

## MAP FIGHT IN NEW ENGLAND

### Important Market Area, Now Commanded by Yankee Regional Network, Scene of Struggle Between CBS and Boston Nabob

### JOCKEYING

What the broadcast trade construes as Columbia's first move to break John Shepard's domination of the New England territory through his Yankee network are the efforts currently being made by CBS in behalf of WHDH, Boston. Columbia is seeking to have the station granted full time privileges and a boost in power, the latter by way of transfer to another wavelength, with a view to taking over WHDH eventually.

Another maneuver on the part of CBS that Shepard himself regards as an attempt to weaken his position is the signing up last week of WORC, Worcester, on an exclusive representation basis by the web's local sales division. WORC has been associated with the Yankee network practically since the regional's inception. Another outlet in the Shepard link that has allied itself with Columbia's local sales department is WDRB, Hartford. It is reported that Sam Pichard, one of the CBS v.p.s, controls a hefty share of the latter outlet.

As the trade sees it, CBS has undertaken to pave the way for a New England setup of its own to replace the web's current dependence on Shepard for program clearance in the Boston and Providence areas. Shepard's contract with Columbia has two and a half years to go and the web figures that in the meantime it can so organize its forces that when this agreement expires it will be in a position to do without Shepard or talk easier terms in the event of discussions for a renewal.

### Important Markets

Shepard's status as far as Columbia is concerned has been an entrenched and solid one in the New England territory. CBS clients have demanded the inclusion of this New England coverage and the contract held the past two and

a good buy. Particularly if the announcements precede or follow an important network show. So abundant have these announcements become that most of the top radio stations have been boosting their rates in order to kill them off. Many stations have raised the minute rate to equal that of the 15-minute tariff, while others have the 60-second take lifted to 80-90% of the 15-minute rate, which literally forces the advertiser to take a full 15-minute show.

### Participating Shows

From all indications the minute announcements will be forced into the afternoon periods which makes them utterly useless for merch products or inserted in an evening participating program. There are

## Trade Hears WOC-WHO, Des Moines, May Go to Cowles Bros., Publishers

### Radio-Scorner Wins

Lincoln, Aug. 20.—Day after the Nebraska primary election, the Associated Press took a slap at radio advertising in commenting on the nomination of Dwight Griswold, republican candidate for governor.

To quote the A.P.: "Dwight Griswold, 46-year-old newspaper publisher, who scorned the use of radio in his campaign, apparently won the nomination with more votes than his four opponents combined."

Most newspapers black-faced the type on this line.

## KYW NOT FOR LEVYS LATEST PHILA. DOPE

Philadelphia, Aug. 20.

Latest information seems conclusive corroboration that the long-negotiated frequently-rumored deal for the WCAU (Columbia) boys, L. B. and Leon Levy, to take over and operate KYW for NBC is cold and closed.

When KYW moves here from Chicago in the fall it will be under Westinghouse - NBC joint operation. Temporarily the Westinghouse plant in West Philadelphia will house the studios but later a downtown location will be found.

Understood NBC has already appointed the manager from among its New York staff.

A half year, by Shepard has garnered him a large share of the proceeds taken in from these sources by Columbia. Importance of Shepard's position is gleaned from such statistical data as the fact that though New England constitutes only 2% of the country's geographical area it contains 1% of the population and that it accounts for the sale of 16% of all the manufactured food.

WHDH operates on 530 kilocycles and at 1,666 watts. CBS hopes to have this power upped to 5,000 watts and the station to the 540 kilocycles channel. In retaliation for Columbia's maneuvers in Hartford and Worcester Shepard declares that he will seek permission to build a 100-watt outlet in each of these towns.

## ONE-MINUTE BLURBS ON BIG HOURS NOT WELCOMED BY LEADING STATIONS

plugged by the stations as the means of getting four or five minute talks within a 15-minute evening session. But the large announcement buyers are refusing to go into participating shows, desiring to bang, parasite fashion, on to the tail-end of a big network show rather than be jammed together with a mass of other announcements.

Station representative outlets are spending unprecedented sums of coin on long distance calls and telegrams these days trying to clear time on their stations for full announcements, but it's a heart-breaking job with few of the larger stations being in a position to guarantee anything. Indications are that the announcement business as far as evening spots are concerned, will be shunted over to the noon string stations.

For the large broadcasters they will concentrate their announcement time on public service to include as time signals and weather reports.

Paralleling with the announcement by WOC-WHO, Des Moines-Davenport, Ia., that it's constructing a transmitter capable of shooting 500,000 watts, comes the report that there is a possibility of the Cowles Brothers, Iowa's political bigwig and publishers of the Des Moines Register, assuming a controlling position in the station's ownership. Though Dr. E. J. Palmer, operator of the chiropractic school of that name, currently has a major stock interest in the outlet, NBC holds an option that might swing this control in the direction of the Cowles family.

Who obtained the right to pick up a hefty share of any new stock issued by the Central Broadcasting Co., which operates WOC-WHO, as a result of loans for equipment made by NBC.

New antennae for which Palmer has just awarded the contract is a replica of the one used by WLW, Cincinnati. Tower will be located in Mifflinville, Pa., and is expected to increase the primary day and night coverage of WOC-WHO from 35 to 33%.

## College Games May or May Not Air for Luckies

Whether Lucky Strike will go in this fall for football game broadcasting is still problematical. Agency on the account, Lord and Thomas, has completed its survey of the college tie-ups available and is now waiting for George Washington Hill, American Tobacco pres., to deliver its final say-so. Many colleges side-step the commercialism angle.

If the proposition goes through the cigar roller will be bankrolling seven or eight different circuits made up of NBC stations in various sections of the country, with each circuit carrying a game of particular interest to that region. Because of the monopoly held on this type of broadcast by the Associated Oil Co. in the Pacific Coast region, Lucky would have no outlet for its football series in the latter area.

During the survey still completed for the game was encountered among local stations affiliated with CBS or having no network alliance whatever, such as the case of WGIN, Chicago.

Saturday night chintests which Chick Merhan, Manhattan College football coach, holds at the Pennsylvania hotel may go on the air this fall. To these gatherings come gridiron coaches, stars, scouts and officials and sportswriters for the verbal going over of the outstanding plays in the past week's games.

Interested in giving the weekly event a network release is a Maryland cream account.

St. Paul, Aug. 20.—KSTP has sold University of Minnesota football for 1934 to Northwestern National Live Insurance Co. of Minneapolis, same sponsor as last year.

Phil Bronson, station production manager, will again be in the mix. When the Gophers tackle reality tough opposition, the struggle goes over the NBC national network.

This fall the Minnesota Pittsburgh clash will go nationwide. Nebraska-Minnesota, at present under the Black & White banner, however, the other main event, but which depends upon the records the various teams run up after the postseason finale.

St. Paul, Aug. 20.—Associated Press Company has agreed to handle the search of football legends of both Columbia





# RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

## Outstanding Stunts

SHAKE-KISSER SCOOP  
WBT, CHARLOTTE, N. C.

AMOS 'N' ANDY GAG  
NBC NETWORK

### WBT's \$27 Scoop

Charlotte, N. C.  
WBT originated a nation-wide chain broadcast for Columbia here on August 14 when it sent deep into the Blue Ridge mountains of Western North Carolina after Albert Theodor, who ten days before had permitted a five-foot rattlesnake to bite him three times to "prove his faith."

Mountain holiness preacher, who had attracted nation-wide attention, told his story on a 15-minute program that was used on the entire Columbia chain. Bill Schudt, manager of the station, announced the stunt program that occupied the press and radio world. After word had come out of the mountains about the miracle, Mr. Schudt attempted to get a message to the man.

Telegraph and telephone companies could get no nearer than Sylva, six miles from the mountain cabin. Talking with the manager of the local telephone company at Sylva, Schudt asked to be connected with a taxi operator that he could hire to go into the mountains and bring the preacher to the phone.

He hired the man, over long-distance telephone, to make the

trip, promising to pay him \$7. When the preacher was brought to the phone he accepted the offer. Mr. Schudt made him, calling the same taxi man again Schudt hired him, for \$20, to bring the preacher to Charlotte.

Once here the preacher was hidden in a hotel room until time for the broadcast and kept under the eye of Dewey Long, of the station's staff, so that reporters and photographers, then aware that the man was scheduled for a broadcast, did not see him until after the program.

Schudt then allowed the local news men and press association representatives to interview him and make pictures.

### Amos Telephones Andy

Chicago.  
Team of Amos 'N' Andy, split during vacation, go on a stunt program by NBC with Correll and Godden talking to each other from London and San Francisco.

Boys split during their vacation, one going to Alaska and the other to Europe. NBC will put through a two-way telephone broadcast, with the subject slated to hit early in the evening. While Popson is not supposed to be in the picture at all, it is understood that the drug company is paying for the line charges. It is perhaps reunion of the comies over NBC.

### KNX Ogles Women's Clubs

Coast radio, weak on publicity angles, goes into the public relations field with KNX stopping out to exploit on a big-time angle.  
John Rose, formerly exploitation man on the Los Angeles Times and for a period manager of KMTZ, joins the station as exploitator. His duties will be to contact women's clubs, civic organizations and other institutions to tell them of radio in general and KNX in particular.

Schemes calls for speakingman before those organizations and a plan of co-operation whereby the station will donate time occasionally to institutions on civic matters.

### Ex-Medemoiselle Program

Seattle.  
French accent and all, 11 local "ex-brides" chattered over the air recently on a stunt program pulled by KJR. Ladies were wives of American Legion members, brought to U. S. A. by their soldier-husbands returning from the war. Radio gag followed American Legion picnic which featured the French mamas.

Muscle during the half-hour broadcast was French, with vocal warbling in parlor voices. One of the gals was cross-questioned; all said something.

Program was dominated, however, by talk of Anthony J. Dimond, Alaskan delegate to Congress, on returning from Washington, D. C., saying hello to Alaska folks before arriving home.

### Pathological Note

St. Paul.  
It has been pretty well established in this north country that walkathons flop dismally when they're denied benefit of radio plugging—and just as certainly they play to turnaway crowds when the other contacts the outside, wondering world.

Here, with sweltering weather and sluffo product combining to help show his take it, the walkin' generally, the Wisconsin Walkathon, tied up with WIGY for three 15-minute periods daily, is packing in the rafters. Place seats \$5.00, but the cash register shows a 24-hour turnover of double that number.

### 'Care and Feeding of Men'

New York.  
Dad Bailey, totally blind, has started a program over WBCA entitled "The Care and Feeding of Men." CBS has a sustaining show called "The Care and Feeding of Hobbies."

Novel slant on Dailey's program and one that stations with "kitchen" or home economics programs might use in showmanly juxtaposition is the husband's side of the cooking question. With the ladies experimenting with spinach and sardine hash, the male stomach seems not to be directly consulted. Possibilities of whipping up comely rivalry between the sexes over the universally appealing subject of grub could easily stimulate the more creative imaginations among program directors. It's worth considering.

### Revive Old Broadcast

Louisville.  
To the strains of "My Old Kentucky Home" more than 12 years ago in July, 1922, the first musical program broadcast over WHAS, Courier-Journal, went over the air. It was played by Morris Persinger, Howard K. Frank and Ed Hot Off. Audiences and program

London, "guitar" Crook. Musical manager of WHAS, announced the program.

Tuesday, August 14, the same artists revised the first program since which the station announced. Percussion is now violinist and conductor of the WHAS Concert Orchestra, Kook, who is a brother of Herbert Kook, WHAS organist, is director of the Sanford Conservatory of Music, Ky., while Letzler still lives in Louisville, but is not playing professionally.

Program suggested considerable comment, particularly from those listeners who heard the initial WHAS broadcast in 1922.

### It Really Pays

Minneapolis.  
That it pays for a radio station to advertise in a newspaper, as well as for a newspaper to advertise over the radio, is being demonstrated in the case of WTCN, now Minneapolis Tribune—St. Paul Dispatch-Pioneer Press station here.

Since acquisition of the former WTCN independent station by the two newspapers, the other audience is believed to have doubled, judging by letters and telephone and telegraph messages. It is being demonstrated not only an improvement in programs and equipment, but also in large part to the big newspaper advertising campaign started several weeks ago.

As WHMN, the station did not advertising in the newspapers. Now large display ads are run in the Tribune, Dispatch and Pioneer Press, and considerable publicity is used in all three sheets.

Station now has its own symphony orchestra, has taken on Officer Mulcahy, St. Paul traffic officer humorist; Al Porter, pianist, and Ann Ginn, formerly with KJZZ, who has charge of all women's activities.

Robert Deffen, former program manager of WTCN, becomes head of production.

### Housewives' Market

Lancaster, Pa.  
Thrifty housewives who shop in Lancaster's famous farmers markets carry their shopping list with the prices all marked on them. This is spite of the fact that supply and demand alone fix the prices in these unique markets, maintained by the city for the convenience of shoppers and farmers alike.

Recently a bakery struck upon the idea of plugging its stands in the market houses by using the air. The WGAL program department got on the job and suggested a "shopper" service, which the bread and bun people might sponsor.

Now a scout duets through markets and gets the low down on the prices of regular produce and food commodities. These are broadcast together with comment on food and marketing conditions.

Since vast majority of housewives do their marketing in the afternoon, this radio service enables them to plan their menus and their buying according to the quotations.

During the broadcast, the Gurneys Bakery, the sponsor, takes time to invite all housewives to their bakery shops to stock up with cakes, pies, rolls, bread and buns, with special emphasis upon a featured product.

### Lo, the Gentle Cow

Lancaster, Pa.  
How many cows make a herd? The answer is six. No more. No less.

Sound technicians at station WGAL, Lancaster, found that out when an enterprising salesman signed a local stock dealer for a weekly report of cattle market conditions, quotations and information.

Paper was signed only when a class was inserted, saying that the program would be opened and closed with the sound of a herd of cattle bellowing in true stockyard manner.

Fair-haired boys of the sound tables cried aloud, but an order's an order, so they went to work on it. Result was that Eddie Gonsky dashed to a nearby feed store and bought a half dozen assorted "moos" as a starter.

He found in trying them out that one moos can handle all six with one hand. They're lined up on a table and turned over one after the other producing every bovine voice quality from the sternest of grumbles to the tenderest calf squeal.

### First Aid for Sels

Elmhurst, N. Y.  
WEEG broadcasts a weekly program under the title of "The Radio Doctor." The doc explains how to overcome the ills of a radio receiving set.

### Dupe Store Auditions

Philadelphia.  
WIP is inaugurating the idea of holding weekly auditions on the air in front of visual audience. Show lasts 30 minutes and is presented in the Gimbel Brothers store auditorium.

Spot announcements through the week plug the program and hall is usually filled to 1,500 capacity. Listeners and audience are requested to vote in criticizing or approving various candidates. Auditions are held with the department store with frequent announcements about the prices for

## New Business

### BOSTON

17 Parker Distilling Co., 15 temperance reports, starting Sept. 1, through H. B. Humphries, Boston. WNAC.

18 C. Correll, 15 fifteen-minute programs, starting Sept. 1, through Chambers & Wiswell, Boston. WNAC.

19 Albany Carpet Cleaning Co., 75 announcements, started Aug. 20, through Doremus Agency, Boston. WNAC.

20 Dr. King, Dentist, 154 announcements, started Aug. 13, through C. Brewer Smith, Boston. WNAC.

21 Petroleum Heat & Power Co., 103 participations, started Aug. 13, through Potter Advertising Agency, Boston. WNAC.

22 Remington Rand Inc., 13 fifteen-minute programs, started Aug. 16, through R.R.D. & Co. WNAC.

23 Desford Forms Co., 38 fifteen-minute programs, starting Sept. 4, through N. W. Ayer, New York. WNAC.

24 Croft Brewing Co., 9 participations in news flashes, started Aug. 13, through McCann-Britton, New York. WNAC, WJLB, WJAZ, WORC, WJMH, WJCC, WJRA, WJAS.

25 Ocean Gardens, 28 announcements, started Aug. 13, WAB.

### FORT WAYNE

Piso, daily spot announcements, placed through A. T. Soars, starting November 1. WWOV.

26 Carson-Flattley Men's Store, three announcements daily. WWOV.

27 Castlere Brewery, renewal for 30 programs on "Krausmeyer & Cohen" serial. WWOV.

28 KJZZ, 10 spot announcements starting Sept. 1. WWOV.

29 Berghoff Gardens, daily music. WWOV.

30 Pined Dress Shop, spot announcements daily. WGL.

31 Indiana State Fair, news announcements. WWOV.

32 Empress Co., promoting "Dr. Vase" for three quarter hours daily. WWOV.

33 Maunio Oil Co., spot announcements. WGL.

34 KYI Records, daily announcements. WGL.

### LINCOLN

35 Ma Star Party House, signed for a month for participation in news program. WFOH.

36 Ma-Eastman Paint Co., five daily announcements over KFOR.

37 Wells & Frost, two announcements weekly. KFOR.

38 Leeder Beauty Shoppe, daily announcements for a month. KFOR.

39 C. B. & Q. R. N., announcements daily on World Fair trips. KFOR.

### PHILADELPHIA

40 Bristol House (Karnam's Milkweed Cream), 15-minute morning transcription, for 12 weeks. Thompson Kich. WCAU.

41 Watchtower, 30 minutes on Sunday. Placed direct. WCAU.

42 American Oil Co., spot announcements weekly. For 5 weeks. Katz Agency, Baltimore, Md. WCAU.

43 Atoms (medicine), participation in Home Makers Club, for 13 weeks. Jerome Gray Agency. WIP.

44 Cactoff (food products), participation in Home Makers Club, for 12 weeks. Placed direct. WIP.

45 Consolidated Tea Co., 15-minute program weekly, for 13 weeks. Placed direct. WJAS.

46 John Davis, 6 spot announcements daily, for 5 weeks. Feigenbaum Agency. WJAS.

47 National Gold Buys Service, 5 spot announcements daily for 6 weeks, placed direct. WJAS.

48 Sixty Brewers, foreign language program, half-hour, for 13 weeks, once weekly. Placed direct. WJAS.

### SEATTLE

49 Yakima Valley Puget Sound Bureau, series of announcements. KOMO and KJR.

50 Monty Old Barber Co., half-hour program each Friday over Northwest Triangle of KOMO, Seattle. KIRA, Spokane, and KGW, Portland. Originating at KGW.

51 S. L. Bridge, Inc., 6 announcements split between KOMO and KJR.

52 Dr. M. R. Kramer, series of 58 announcements, running three a week, over KOMO; started Aug. 15.

53 Frederick & Nelson Dept. Store, 15 announcements, Aug. 17-20. KOMO.

54 Wood's Service Store, series of 104 15-minute historical programs, "Dots, Dashes, Historical Flashbacks," running 5 days per week. KJR.

55 Yago Co., Alan Howard's "Hollywood Newsweek," 15-minute chatter gains which are held during the two days following the broadcast.

Show is considered a new success since it brings radio audiences into the store. Calculated that certain percentage don't leave without buying something.

program, every Tuesday and Thursday eve over KOL; 6 weeks.  
56 Puget Sound Navigation Co., 31 announcements between Aug. 15 and 27 over KOL and KJLL.  
57 Wash-Of Co., 50 spots over KJLL starting Aug. 27.

### PORTLAND, ORE.

58 Carlson Brothers, Inc., the shapers and importers; placed by W. R. Kirkpatrick Agency, announcement service KGW.

59 Seattle, Portland & Spokane Reg., placed by W. R. Kirkpatrick Agency, announcement service KGW and KEX.

60 Oregon Institute of Technology, placed by A. William Dittmar Agency, 28 announcements, one month. KGW.

61 Huntington Rubber Mills, two weekly 5-minute programs, 1 month. KGW.

62 Elvess Choppers, Dura & Butera, 3 weekly 5-minute programs, one year. KGW.

63 Pacific Gaitfittng Co., placed by Bob Smith Agency, 5 announcements on working matches. KGW.

64 Supercurious Permanent Wave Shop, 13 announcements monthly for 2 months. KEX.

65 A. McMillan & Co., 15 announcements, one month. KEX.

66 Nu Enamel Portland Co., 15 announcements, one month. KEX.

67 Lincoln Products, Inc., placed by Gerber & Cronley Agency, 2 weekly 5-minute programs, 2 months. KEX.

68 Christian Science Committee on Publications for Oregon, weekly 15-minute program and extra 15-minute program each month, one year. KEX.

69 Upstart Furniture Co., weekly 15-minute program, transcription, 20 weeks. KEX.

**RAYMOND KNIGHT**

A. C. Spark Plug "Cuckoo"

Saturday, 10 P.M. Coast to Coast WEAF

"WHEATENVILLE," WEAF Network

Sunday to Friday, inclusive

Starting Third Season Aug. 27

Victor Young

SCHLITZ BEER

COAST-TO-COAST

WEDNESDAY 10:30-11:30 P.M.

W.C.A.U.

Watchtower, 30 minutes on Sunday. Placed direct. WCAU.

American Oil Co., spot announcements weekly. For 5 weeks. Katz Agency, Baltimore, Md. WCAU.

Atoms (medicine), participation in Home Makers Club, for 13 weeks. Jerome Gray Agency. WIP.

Cactoff (food products), participation in Home Makers Club, for 12 weeks. Placed direct. WIP.

Consolidated Tea Co., 15-minute program weekly, for 13 weeks. Placed direct. WJAS.

John Davis, 6 spot announcements daily, for 5 weeks. Feigenbaum Agency. WJAS.

National Gold Buys Service, 5 spot announcements daily for 6 weeks, placed direct. WJAS.

Sixty Brewers, foreign language program, half-hour, for 13 weeks, once weekly. Placed direct. WJAS.

SEATTLE

Yakima Valley Puget Sound Bureau, series of announcements. KOMO and KJR.

Monty Old Barber Co., half-hour program each Friday over Northwest Triangle of KOMO, Seattle. KIRA, Spokane, and KGW, Portland. Originating at KGW.

S. L. Bridge, Inc., 6 announcements split between KOMO and KJR.

Dr. M. R. Kramer, series of 58 announcements, running three a week, over KOMO; started Aug. 15.

Frederick & Nelson Dept. Store, 15 announcements, Aug. 17-20. KOMO.

Wood's Service Store, series of 104 15-minute historical programs, "Dots, Dashes, Historical Flashbacks," running 5 days per week. KJR.

Yago Co., Alan Howard's "Hollywood Newsweek," 15-minute chatter gains which are held during the two days following the broadcast.

Show is considered a new success since it brings radio audiences into the store. Calculated that certain percentage don't leave without buying something.

Lost and Found Broadcasts

Spot announcements through the week plug the program and hall is usually filled to 1,500 capacity. Listeners and audience are requested to vote in criticizing or approving various candidates. Auditions are held with the department store with frequent announcements about the prices for

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**fred allen's**

HOUR OF SMILES

WIB

PORTLAND HOFFA

JECK SMITH

IRVIN BELMONT

LICKER STAMBER

SHIRLEY PUGH

KILKEN DOUGLAS

LENNIE HATTON SPANA

THOUADOUS

Material by Fred Allen and Barry

Weekend, 1-15 P. M., D. & F.

WJAB

WJAB

WJAB

WJAB

WJAB

WJAB

WJAB

WJAB

WJAB

WJAB

WJAB

**PHILLIPS LORD**

**Yale, Music**  
**30 Mins.**  
**Sustaining**  
**WJZ, New York**  
 NBC proved last Thursday night (17) that all was well again between himself and the creator of Seth Parker by picking him up from the lecture of Panama and giving the program a cross-country hookup. Listeners learned on this occasion if they weren't apprised of it before, that Lord has a couple of girl youngsters, one-six and the other four. The children took part in the broadcast through a splice-in from the NBC studios in New York. Outside of the cute appeal that the girls' greeting of their father provided for the family fan, there wasn't much reason for the pickup. Unless it was to give assurance that all was again well between NBC and the exasperated actor. Older youngster took the lion's share of the Lord family participation from the New York end. She recited a piece she said she had just learned and gave voice to a nursery rhyme to the accompaniment of a piano. Lord came back with a sweet bit of daddyling that included the writing of a bedtime song. Best of Lord's ploys during the half hour had to do with a treasure ship he and his crew had discovered and a motion picture they were making. The short wave reception was not so fortunate.

**'SNOOP AND SNEAK'**

**AL FLEMING**  
**10 Mins.**  
**Commercial**  
**KGW, Portland, Oregon**  
 Here's a program that is sure to get a large listening audience among children. 'Snoop and Sneak' is a combination of detective fiction, burlesque humor, songs, deep mystery, and weird imagination all combined into a daily 15-minute dramatic program. Sounds like a large order, but that's the dish that goes on every night after 7:30. 'Snoop and Sneak' is the act of Al Fleming, the KGW author, Van Fleming, who plans to overthrow the existing order of governments. 'Snoop and Sneak' are two scruffy detectives, whose thrilling adventures with the arch-criminal, Oriental scientist and student of the occult, Lee Hung Hui, are supposed to relay shivers down spines. Their hair-breadth encounters lead them into underground labyrinths where a nefarious society of devil worshipers holds its evil conventions. The head of this cult, who plans to overthrow the existing order of governments, is an arch-fiend, although not a former, once salesman. His diabolical laughter makes the boys and girls listening sit up, take notice and hold their breath for the next hair-raising episode. Although on the air scarcely a month, 'Snoop and Sneak' has become one of the most popular programs for children broadcast in the Northwest.

**ENIL VELAZCO Orchestra**

**30 Mins.**  
**Sustaining**  
**WABC, New York**  
 Enil Velazco was originally a theatre organist and likewise prominent for his organology on the air. That explains the unusualness of his Hotel Taft (N. Y.) dance combination which feature himself at the console of a small organ, backed up by the regulation dance band. It's unusual but effective in every respect. It permits for some interesting effects such as his organology in counter-melody to the straight dance rhythms or, in reverse—he carries the tempo and the tune while the band plays the contra-arrangement. Either way it's okay for sound and very nice noontime dance stuff on WABC.

**DOROTHY BHEA**

**15 Mins.**  
**Sustaining**  
**WOR, Newark**  
 Nice style by a nice-sounding vocalist who mixes up romantic ballads with light encores. The tune while the band plays the contra-arrangement. Either way it's okay for sound and very nice noontime dance stuff on WABC.

**DRAFT SOAP**

**'DRAFTY COURT'**  
**With Irene Wicker, Inna Phillips, Walter Wicker, Lucy Gillman**  
**15 Mins.**  
**Commercial**  
**WMAO, Chicago**  
 Procter & Gamble's new afternoon air program to sell Draft, a laundry soap, has Irene Wicker, the 'King of Soap' as star. Program consists of a narrative story about Rosemary, a crippled girl, and Ann, a stenographer, who is her roommate. Phillips, who lives across the court from them, and Mary Lou, an orphan child neighbor, complete the cast. As Rosemary, Irene Wicker backs her 'Drafty Soap' build-up back for popular songs where sentiment will allow. The sketch mostly is of the daily problems of these two girls and the ties with Phillips and Mary Lou. The main angle is used for paths through affection between him and Rosemary, who thinks that her injured leg must always keep her from Cupid's domain. Background of Inna Phillips, as writer and other narrator, playing Ann, fits her well as the understanding chum who has always taken the burden for the two since they were children. Lucy Gillman as Mary Lou rounds out the ten-minute drama of the parentless children, with little Lucy, still a child, so good at the acting that it's tears every time she has a mishap. All four parts are played by people who have experience with the sentimentalities they're stimulating, and a fan following that gets them off to a head start. H. W. Koster agency placed this.

**AL KAVELIN Orchestra**

**15 Mins.**  
**Sustaining**  
**WABC, New York**  
 One of the best noontime lunch-dance bands on the air, and one of the best small dance combos generally speaking is Al Kavelin's one from Hotel Lexington, N. Y. They officiate in the Silver Grill of that East Side hotel, and are keeping 'em coming into a basement grill of a hotel which, while air-cooled, generally can't offset the natural appeal of a roof-garden restaurant for honeymoon purposes. That Kavelin is maintaining that pace and business for his spot speaks much. It's a smooth, very modern combination mixing up its fox-trots with a generous portion of tangos and rumbas. Cole Coleman does the vocals and very nice too. Abel.

**RITA BELL**

**15 Mins.**  
**Sustaining**  
**WOR, WEAF, New York**  
 For Rita Bell it's a daily double assignment, working in mid-afternoon with Joe Katon's tango ensemble over WOR and with the Harold Stera unit late in the evening on an NBC hookup. Both broadcasts originate from the Montclair hotel, New Jersey. To either style of dance instrumentation she adapts herself nicely. Her notes are rounded and clear and her small soprano serves effectively in simulating a sense of intimacy. But of style and personality the girl's work offers little that is distinctive. (Ode.)

**'SINGER AT THE CROSSROADS'**

**Raymond McKeown**  
**Hymn Singer**  
**15 Mins.**  
**Commercial**  
**WIND, Gary, Ind.**  
 Velvetly with hymns, old ballads and abundance of chimes in background. Artist is announced as 'The Singer at the Crossroads of Peace and Rest' with portions of 'Home on the Range' used as signature. Quiet chatter and poetic bits filter through the quinary hour. Program is handled by Reynold McKeown, chief announcer of station, who sings in pleasant baritone voice. Comes on twice daily and is sponsored by Texas Mineral Water Crystals. Advertising copy is long-winded, however, and could stand clipping.

**DARK-K-NIGHTS**

**Clive Goodrich, Irving Sater and Chuck Goodrich**  
**Blackface Comedy**  
**15 Minutes**  
**Commercial**  
**WBT, Charlotte, N. C.**  
 Dark-K-Nights is an old WBT program that has been revived after being off the air for a year and sold to M. L. Klein company, of Atlanta, Ga., makers of several patent medicine products. Blackface comedy act was originated by Lee Everett, who played in the spot until his recent transfer to Washington, D. C., as program director of station WJYE there. Program carries an interlocking continuity built around the mythical 'All Around the World Broadcasting System' and 'Station O'. The period is given entirely to script and the men handling it are veterans at the job. They have also star end-men in the WBT Dixie Mammoth Minstrels. Show goes on five times a week and is being promoted on the night by the Klein company, using drop-stere window cards and the like.

**ED FITZPATRICK, JR., ORCHESTRA**

**WABC, New York**  
**15 Mins.**  
**Sustaining**  
**KFWB, Hollywood**  
 This remoter was caught at the request of the station which set great store by these lads from Stanford university. Combo getting their first break hereabouts at exclusive Del Mar Club at Santa Monica. Announcer must have forgotten all about Gus Arnheim, Ted Fio Rito, Jimmy Greer, Jan Garber, et al., when he tagged the cork as piping 'the grandest music on the Coast'. Lads made a valiant stab to live up to the billing but inevitably fell short. It's a typical collegiate outfit that gives off the impression of trying to imitate the contemporary top-bust but not quite catching it when they want to carbon. There's a little bit of all of them in their repertory. No mistake that they have a brass band, for too noisy and putting the string and reeds at their mercy. Tempo is okay for leg shaking, but arrangements could be more clever cut so as to obviate the blurring. Vocal side is below Coast standard. Maestro Fitzpatrick whangs a few ditties in between stick waving and falls to achieve the romantic strain he evidently aims for. If Eddie Howard is trying to imitate Ted Lewis he should make a closer study of the high barker's technique. The aging is palpable but only remotely reminiscent. Baker's pipes have too great a tendency to crack. Last night's concert all around has not spared the lad who does the barking. Just before signing off with the 'grandest music' tag line, he made apology for the possible poor reception by saying that it was on account of the large crowd on the floor. (Ode.)

**GEORGE LEE**

**One Man Minstrel**  
**Comedy, Songs**  
**15 Mins.**  
**Sustaining**  
**WABC, New York**  
 Were George Lee to equip himself with some really funny material he could develop his one man minstrel idea into a fetching air turn. His simulation of three voices, two blackface and the third the over-forded whiteface interlocutor, registers faultlessly. Lee's talents do not end here. He also flicks a sprightly set of digits over the piano keys. Voice changeovers are carried off smoothly and quickly, despite the sharp contrast in vocal pitch of his two blackface characters, Pussfoot and Bum. In either case the species of dialect easily passes muster and the bickering engaged in by the pair would be cause for mirth if the text were inherently humorous. Lee has one tendency that might leave him open to the snail that comes with the sanction of imitation. The exaggerated wobblebone sigh that Pussfoot frequently exhales will perhaps ring in the ears of a similar sound effect popularized by Amos 'n' Andy. It's a minor blem but noticeable enough to mar. (Ode.)

**MYSTERICAL HISTORY**

**Ferns Comedy Series**  
**15 Mins.**  
**Sustaining**  
**WOR, Newark**  
 'Mysterious History' is a series on WOR every Friday at 10:10-10:15 p.m. EIGHT, said to be authored by the same scrivener whose Drama Magazine Bureau series was popular on WOR for three years running. This series features Julie Bernstein who, in the episode caught, impersonates Queen Isabella, with a Macwestern delivery. She's accompanying Columbus on his historical discovery of America and they, along with the rest of the cast, speak in contemporaneous manner of what they were supposedly undertaking in the late 15th century. Isabella says she's making the trip because she heard of Clark Gable, while Chris is strictly after the glory because he visualizes his name in the history books and a day-off every Oct. 12. For the rest Isabella and an Indian chief of Delancey street vintage began for the purchase of Manhattan for \$24, but after Isabella goes into a q.t. huddle with the chief she comes back parlaying with a kosher brogue but with the price down to \$437. It's broad and obvious farce comedy but acceptable on the air. There are a number of snafus if not gaffs, but the chief of them is that Miles (Charles) Burton, et al., manage quite handsily in the main. A special number, 'I'm Still a Lady in Waiting' is credited to Daniel R. Fine. Arthur Hale announces. (Abel.)

**THE SOUTHERNERS (4)**

**Music**  
**15 Mins.**  
**Sustaining**  
**WOR, Newark**  
 Colored quartet, appearing at Charlie's Inn on Burden Lane back of Troy, has been filling solo spots over WOR, at various hours of the day and early evening, with a 10-shot predominating last week. They are introduced as 'four voices', although one or two double as instrumentalists. All numbers are sung to picked-string accompaniment. In some passages, there is also a muted obligato—at times it sounds like that produced by a first tenor and at others that of an instrumentalist. Southerners warble pops for the most part, giving them the rich harmony and the fine rhythm which is characteristic of Negro vocalists. Like most colored radio groups, the boys do trick stuff. The bass, for instance, works the tuba effect trademarked by the Mills Brothers. They would probably click just as strongly, via the other waves, without any eccentricities, for they are good straight singers in non-Harlemian. Incidentally, it's strange to hear the melodic 'Dream Walking' given an interpretation which is more sentimental (rather hot, too) than vocal. A deep-voiced chap announces the program, with a trace of dialect. The 'phew' ejaculated by him or another of the quartet, in torrid numbers, should be eliminated; it has an unpleasant sound via the loudspeaker. Incidentally, the inclusion of Southern melodies, particularly those associated with the colored race, would probably strengthen daytime program Jaco. (Ode.)

**NAN JACKSON**

**15 Mins.**  
**Sustaining**  
**WDEL, Wilmington, Del.**  
 Snap and pop of the old vaude musical numbers is brought to the air once a week by Nan Jackson, new WDEL singing artist. Spotted for 7 o'clock each Friday evening, the former vaude trouper revives songs of her days on the stage and sings request numbers. Qualification on all requests, however, is that they be at least ten years old, and that they have been hit times in their day. Warbler on several vaude swings over the country (read Indiana) and settled there for a time. Still has a yen for the state, so uses 'Back Home Again in Indiana' as theme.

**EPIC OF THE NORTHWEST**

**Dramatized History**  
**15 Mins.**  
**Sustaining**  
**WTCH, St. Paul-Minneapolis**  
 Minneapolis Tribune, Billings Herald, the dominating newspaper of the Northwest, is finding its recently purchased radio station a real aid in circulation building. Trib, together with the St. Paul Dispatch-Herald Press, purchased station WHIM, third rating station in the Twin Cities, and began private building their baby, changing call letters to WTCH, indicating Twin Cities Newspapers. First move was staging a dramatic series tagged 'The Epic of the Northwest', devoted to the history of the Northwest from the first discovery of the land and scheduled to run through the modern era of this section to the present day. Every Friday night, this new series is on at 8:30 (EST), with the playlets plugged heavily in the publishers' own newspapers. One full page in the feature section of the Sunday edition of the Trib, following each Friday night's broadcast, is devoted to an illustrated feature yarn on that program. Sunday edition is credited by Harold Remington, Trib staff writer, who is also movie critic under the 'John Alden' by-line. Account is handled through the Edwin Wascy agency in Minneapolis. Cast averages 25 persons, including sound technicians. Studio act is under baton of Frank Schurkey, veteran 'Twin Cities' radio leader. Every broadcast is opened and closed with a commercial announcement, plugging the Sunday Tribune. Series, similar to the old Empire Builders of the coast, is a Western Railway formerly featured over NBC, and the present focus and drama, is the most ambitious production attempted by the station to date and is scheduled to continue indefinitely. (Huschk.)

**JEROME MANN**

**Impersonations**  
**Commercial**  
**WABC, New York**  
 Last Wednesday night (16) was Jerome Mann's second gumming within the month for Al-al-did over CBS. His original assignment has him slated for a third appearance. Judging from the performance that this young mimic gave on last week's occasion, the program's regular following will likely not only welcome the next intrusion but enjoy giving him an ear at frequent other intervals. The boy combines an exceptional knack for turning on the heat, with a stagey, offbeat original with a swell idea of what constitutes entertainment. Years in vaudeville trained him. Instead of making his misadventure a hedgehog of his misadventure to link up his takeoff of radio, stage and screen celebs. Much impersonation was a close stitch, with the repertoire taking in Al Johnson, Ben Bernie, Ed Wynn, Walter Winchell and Maurice Chevalier. (Ode.)

**TUNE TWISTERS**

**Alisa Hansen, Harold Leary Orchestra**  
**Songs, Music**  
**15 Mins.**  
**Sustaining**  
**WEAF, New York**  
 Tune Twisters have been sustaining Sunday after at 2:30 EST via a WEAF network with the collaboration of Peg LaCentra and Eddie Connors orchestra, but this week-end they and Alisa Hansen and Harold Leary's band for company. Either way it's a bright 30 mins. of studied jazzlike and smooth syncopation, most notable of which are the Tune Twisters with their unique vocal arrangements. They're in the ultra-modern broken-rhythm style of scat stuff and pace their ditties brightly and to good advantage. Miss Hansen's vocalities are equally effective and have been heard favorably before via NBC as had Leary's baritone. Combo as a unit could go sponsoring and get attention. (Abel.)

**LIMITED TOUR OF PERSONAL APPEARANCES**



CENTURY, BALTIMORE, THIS WEEK (AUG. 17) NEXT WEEK (AUG. 24) LOEW'S FOX, WASHINGTON, D. C.

ON THE AGA, OCTOBER FIRST BBM, CHICAGO COLUMBIA NETWORK

## Discuss \$12,000 Opera Programs

### Standard Brands Minded That Way as Eddie Cantor Substitute

Standard Brands is still mulling over the advisability of following up Eddie Cantor's eight weeks' run on Chase & Rainbow coffee this fall with a series of tabloid grand operas. Sample: that J. Walter Thompson auditioned for the account was "Aida."

Proposed series would leave the singing done by members of the Metropolitan Opera Co. and the libretto played by a separate set of actors. Task of condensing the operas down to 30 minutes would in each case be left to Doones Taylor, with the assignment also entailing the translation or adaptation of the lyrics and book into English. Symphonic unit would be borrowed by pictures from the Metropolitan. Cost of each program is figured to run around \$12,000.

## Will Rogers Intermittent Headliner for Good Gulf

Good Gulf Refining has no definite knock-out bookings for **W. R. ROGERS**. NRC spot beyond the coming week-end (23), when it will import via shortwave the Toulon Marine Band from France. Will Rogers will do a trans-Atlantic broadcast for the account either Sept. 9 or 16. He will report on his round-the-world tour, with the program originating from either Paris or London. Refiner figures on using Rogers considerably during the coming season. While trying to decide on another name to alternate with him it will mark time with international pickups and variety put-togethers originating from New York.

## Preston Joins WINS

Chicago, Aug. 20. Walter Preston goes to **WINS** in New York as sales manager starting Sept. 1.

Preston, who resigned four weeks ago, was with CBS five years as program director and then head of the artist bureau.

## Joe E. Brown for Ford?

Hollywood, Aug. 20. Joe E. Brown is budding with reps of Ford Motors to do a series of radio broadcasts.

His contract with Warner's permits such appearances.

## KEEP RICHFIELD REPORTER

Los Angeles, Aug. 20.

Richfield Reporter, considered a top in Coast popularity with dial turners, stays on the NBC Coast network for another year, but changes from straight news to a commentator type of delivery.

For a while threat was made by the oil company to continue straight news reporting, although material didn't fit in with the newspaper-chain pact.

Alban Fina, recently here from Paris, where he worked on the Paris Herald, is the new writer of the material. Last few days Bob Hayes, announcer, and A. A. Schechter have been in the Northwest, where the program has been broadcast from various cities, including Seattle and Spokane.

## 2 WGN CONDUCTORS

Chicago, Aug. 20. WGN has handed notice to its musicians as the first step in an entire reorganization of its musical staff. Station is planning to start afresh on Sept. 15 with a rearranged orchestra and two orchestra leaders.

Has been on the lookout for a name classical music director and a name pop leader. Wants a band which can play both types with a separate conductor for each style. Station has been without a musical conductor since the death of Adolph Dumont.

## BERNIE BACK OCT. 9

Chicago, Aug. 20. Ben Bernie orchestra comes back over NBC ether waves on his regular **Patent Blue** Thursday broadcasts every Tuesday starting Oct. 9. Periods are half hour at 7 p.m. **EDST**. Program went off the air last June.

## Coast Wheatena on CBS; Eastern Ditto Is NBC

Pacific Coast end of the Wheatena sketches has gone to CBS for the coming season. Program will get five releases a week with **KFRC**, San Francisco, the point of origin.

Same account, the Wheatena Corp., has a similar schedule arrangement with **NBC** for the area this side of the Rockies.

## More NBC Auditions

Candidates have now a fourth medium through which to obtain an audition at **NBC**. Program unitives in the web's musical division have begun to do their own listening for promising material. They have been allotted an hour and a half every other Thursday afternoon for the quest.

Other three regular audition sources are Ernest Cutting, Rudy Cowan and the program board.

## Cleveland Staff Changes

Cleveland, Aug. 20.

John Vorpe is stepping from continuity director's post at **WHK** to role of station's production chief. Will have charge of four departments, public relations, programs, continuity and announcing.

After a fortnight spent reorganizing **WTAM**'s staff orchestra, Walter Logan has picked Walberg Brown as conductor-violinist; Dorothy Crandall, piano and organ; Merle Jacobs, conductor; Clayton Johns, clarinet, sax and arranger; Jack Spector, trumpet; Irwin Goetzach, cello and sax; Albert Goetz, bass and tuba; Ken Dombey, accordion, clarinet and director; Charles Buschick, piano; William Melton, organist; Bob Ostley, librettist.

## WTCN Artists' Bureau

Minneapolis, Aug. 20.

In the second local radio station to establish an artists' bureau, Don Clayton, program director, is in charge. **WCCO**, Columbia chain station, has had an artists' bureau for a considerable time with Al Sheehan as manager.

With **WTCN** now in the field, competition is expected to be keen in the bidding to supply entertainers for outside appearance and entire shows, the performers being recruited mainly from the stations' staffs.

## Double Chill

Philadelphia, Aug. 20.

While the **WDAZ** transmitter is being moved to new location, I. W. station's sports announcer, has been successfully subbing as control operator. Accident occurred when Pete Hays, a crooner, suddenly blasted and blew a tube.

I. W., fishing around for a break in the amplifier, contacted a live wire and was burned. Sports gatherer is not very enthusiastic about control operating, and even more lachrymose about crooners.

## Kolynos Back Sept 24

Kolynos resumes with the "Just Plain Bill" serial on **CBS** Sept. 24. It will again get five releases a week with the eastern area covered at 7:15 p.m. **EDST** and the midwest, mountain and Pacific group at 8 p.m. **EDST**. Involved altogether are 24 stations.

## Rockwell's L. A. Office

Hollywood, Aug. 20.

Tommy Rockwell of Rockwell-O'Keefe is due here in a month to open offices. Larry Crosby is now representing Rockwell on the Coast.

## CYSTEK, ADLERIKA START

Chicago, Aug. 20.

Two patent medicines are stepping into the ether with big campaigns shortly. Cystek hits some 50 stations across the country with spot ads starting Oct. 1.

Adlerika goes on some 10 stations by Sept. 15 with 15 minutes recorded programs.

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## Keyes Returns to Air

San Francisco, Aug. 20.

Baron Keyes set by **KFCA**, Los Angeles, to do "Clickety Click," a children's program. Will be heard from Monday to Friday at 5:30 p.m. Keyes, one of the pioneers of coast radio, has been off the air for some time. Formerly on **NBC**.

## Gibbons Breaks Silence

Floyd Gibbons resumes for John-Manville either Sept. 15 or 22, again making it a 15-minute talkfest over **NBC** Saturday nights. Between Gibbons' ballyhooes of the Federal housing program a brass combo will dish out martial music.

## Remington Band Trying out New Kid Program over Yankee

Remington Band trying out new kid program over Yankee week, known as Junior Theatre Club. Show will promote local youngsters with talent. Also will have brief dramatic skit based on some event in American history. **WNY** & **O** placed the account.

## Radio Chatter

### Pacific Northwest

(Continued from page 33)

times weekly five-minute talk to the farmers on the state of their soil. The talks, given by the station announcer, prepared by the sponsor, Limestone Products, Inc.

Art Kichham, KOIN's chief and sports announcer, spent two weeks at the beach, in the pursuit of rest. Cecil Teague, concert organist and teacher of KOIN, is collaborating with Gene Baker, bass bari-ton, on the transcription of a collection of authentic Gaelic songs. The book, published in selfless style, is deciphered and transcribed a-la-American.

Johnny Walker, KOIN production manager, visited Harrison Hot Springs in British Columbia, for a rest.

### Nebraska

Jimmy Douglas from the **WAAW** staff, touring in California, led Mills driving into Chi for several days of his for KOIL.

Phyllis Bader taking over program department at **WAAW** after a month of recuperating and traveling in Minnesota.

Sally Steele leaving her desk at **KFAB-KOIL**, to take a week's canoe trip through the Minnesota lake country with old pal.

Milo Wesley (Uterback) spending the last half of August taking the rest cure. Victor Smith in the announcers' booth for him at **WAAW**.

Mildred Gibson again on the staff as **KFAB-KOIL** after six weeks of voice study at the American Conservatory in Chicago.

Phonette Jones taking the other half of her vacation to spend it with the home folks at Red Oak, Iowa.

Ralph Wagner making his sports period broadcast now over KOIL.

Beatrice Chesbrough, KOIL's lib, taking her time off to see Edna Park.

Eddie Perrigo readying a dance band for fall showing with Jim Gordon Quinlan, returned from vaude in the east, m.c. and vocalist.

Harold Fair lining up new material and sponsors for his agencies' fall shows.

Harriet Cruise (Kammer), the vocalist, at Troutdale-in-the-Pines on a 30-day contract. She went in August 10. Troutdale resort owned by Helen Holding Co., owners of **KFAB** and **KOIL**. Hubby Kemmer keeps accounts straight for the Omaha studios.

### Tennessee

Best wishes are being bestowed upon the marriage of Edna Eason of station **WBM** and Philbert Cook of New York. She will retain her position with station **WBM**.

George Reynolds, engineer of the **WBM** staff, is the papa of a baby boy, christened Junior.

Harben Daniel of **WBM** got a cake on his 25th birthday last year.

Hubby Castlen, a musician formerly with Housley Smith's orchestra, is doing a regular turn with accordion over **WBM**, Nashville.

Francis Craig orchestra in new series over **WLAC**.

"Adventures of Donald Dare" is the title of a new series of juvenile programs soon to commence over **WLAC** through the sponsorship of the Bond Electric Co. Other sponsors reserving time on this station include Cystek and Golden Peacock.

### Iowa

At Triggs' Sunday night program, "In a Monastery Garden," **KBK**, formerly recordings only, has added the following "live" talent: Mabel Madden, soprano; Nell Fogarty, violin; Arnet Arrie, harp; Orville Foster, alto-harp and Eugene Stull, piano and organ.

WOC-WHO has contracted for a new 550-foot verticle radiator antenna, to be used in case the station increases to 500,000 watts. Construction near Mitchellville, Ia., will start immediately and the \$30,000 outlay will be completed by November. Station already has a quarter-million dollar transmitter plant there. Also the antenna structure will be a rotating air beacon.

### Pennsylvania

Adriana Lewis, **WPI** boss, on vacation at Yellowstone Park.

Joan Whelan, ex-heavy champ, interviewed on **WDAZ**, Philly.

**WCAU** studios undergoing minor fold changes and additions before fall opening.

Three Roberts brothers back in town and sharing other commu-

nications. This, watching in into being Phil Harris and Leah Ray secured at **WIP** last week for free sponsor (24-up on **Oleomors** with **United** store).

Messrs. Dannenbaum and Shop-pacher, **WDAZ** chiefs, visiting New England studios for ideas for out-let's new Philadelphia Radio Center. Lynn Willis, **WIP** speaker, plans an elopement to Maryland with Barbara Kenna on the 25th. Harold Higgins scheduled best man.

I. D. Levy back from Cannes on the Rex and planning studio party with Powers Gouraud introducing the new hoofing act.

Impending merger of **WPI** and **WLIT** still smoldering here. Argument centers about possible personnel changes and new studio location.

Murray Arnold out for two weeks as **WIP** announcer with return cast of chronic irritability.

Eddie Collis, crooner at the **My** Rendezvous, being viewed as a likely air prospect.

Headnet Glumet opening bids for new **WIP** studio quarters on thirteenth floor of store building. Modernistic scheme planned.

Pat Kennedy resting up in Pittsburgh prior to starting new **CBS** commercial bid of September. His fiancée, Connie Callahan, a Pittsburgh girl.

Latest feud between Pittsburgh's radio editors, who aren't happy unless they're feeding, is over the regional winner in the Dick Powell auditions.

Herman Middleman, former pianist at Stanley and Birnigh theatres, has landed the **Myrtle Crest** job for his new band with an other outlet from **WJAZ**, Pittsburgh.



MGM STUDIOS  
CULVER CITY, CALIF.

## EDDIE PEABODY

The Instrumental Stylist

WEEK OF AUG. 21  
WISCONSIN THEATRE  
MILWAUKEE, WIS.

WEEK OF SEPT. 2  
STATE-LAKE THEATRE  
CHICAGO, ILL.

Personal Direction  
By E. E. BOPE  
BIG ARTISTS SERVICE

The Original  
Boop-Boop-a-Doop Girl

## HELEN KANE

ON A GOOD WILL TOUR

## ARTHUR BORAN

RADIO'S FAVORITE MIMIC

Headlining  
KABLE THEATRE WASH. D. C.  
Week Aug. 21-22  
HIPPODROME, BOST. MA.  
Week Aug. 31st

## VIVIAN JANIS

WASH.-Sunday, Friday, 12 Midnight  
with Leon Hubner's Orchestra.

Radio Direction  
HERMAN BERNIE  
1019 Broadway  
New York City

COLUMBIA  
BROADCASTING  
SYSTEM  
Presents  
**MARK WARNOV**  
PHYSICAL DIRECTOR  
**BORDEN'S**  
45 MINUTES  
HOLLYWOOD  
THURSDAY NIGHTS  
AT TEN O'CLOCK  
CBS NETWORK  
Broadcast Exclusively by  
COLUMBIA BROADCAST SYSTEM

CAMINO FLORIO OF TALE  
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**SIZZ-  
LERS**  
and HELEN GORDON  
For Further Information  
HAROLD KEMP, NBC Artist Bureau  
Personal Direction, CHARLES A. SAYLES

HOTEL PIERRE  
**JACK DENNY**  
AND HIS ORCHESTRA  
Concerts at  
Wed., 10:30 P.M.  
WJZ  
Sat., 12 Midnight Sun., 11:30 P.M.

**THAVIU**  
AND HIS ORCHESTRA  
AT "STREETS OF PARIS"  
Century of Progress  
Inquiries Solicited

**EMERSON GILL**  
AND HIS ORCHESTRA  
ANTLERS HOTEL  
COLORADO SPRINGS  
SEA DIRECTOR

**CLIFF SOUBIER**  
(OL' PAPPY)  
"FIRST NIGHTER" - Fri., 9:30 P.M.  
CHIC.  
"MAGICAL MINUTEMAN" - Sat.,  
1:00 P.M. CHIC.  
"TALKING PICTURE TIME" - Sun.,  
8:30 P.M. CHIC.

# George M. Cohan Sues Again

**Charging Illegal Use of 5 Songs, Asks 50¢ Each from Robbins, P-P and Fred Mills**

George M. Cohan is again suing over the alleged unauthorized use of five of his songs in a Robbins Music Corp. folio of Cohan songs, and asks \$50.00 damages each from the Robbins firm; Paul Pioneer and Maurice Richmond-Has Mayer, doing business as P-P; and Fred A. (Kerry) Mills, original copyright owner of the songs in question. These are "Give My Regards to Broadway," "He's a Yankee Doodle Boy," "The Long Mary," "Mary's a Grand Old Name" and "You're a Grand Old Flag."

Suit is brought in the N. Y. Supreme Court for specific amount of \$100.00, allegedly as the "fair and reasonable value." There are three separate suits.

Robbins, through attorney J. T. Ables, is making a motion for discontinuance against itself on the grounds of wrong jurisdiction—that it's a copyright matter and should be brought in the Federal Court.

Once before, Attorney Ables was successful in having a Cohan suit against the publisher dismissed, when, for practically the same reason, Cohan started suit in Federal Court. Judge Roney then gave Cohan privilege to amend his complaint, but dismissed it as against Robbins on the defense that it was not then predicated on copyright statutes, but on a claim of contract.

Cohan contends that when F. A. (Kerry) Mills, now retired from business, assigned his copyrights to the Paul-Pioneer Music Pub. Co., the Mills firm was unable to meet royalties and thus breached its copyright ownership and any claim on Cohan's songs. Paul-Pioneer subsequently was bought by Richmond and Mayer and they in turn assigned the folio publication rights to Robbins, which is now the latter figure in the suit. Since then, Cohan has placed all his old songs with Jerry Vogel's Cramit Songs, Inc. (distributing through F. B. Hasland) as a gesture of co-operation with Vogel, an old friend. As the copyrights expired, Cohan re-copyrighted in his own name — a legal privilege — and took the publication rights back for reassignment to Vogel.

These and other numbers from Cohan's musical comedies, "The Yankee Prince," "45 Minutes from Broadway" and "Little Johnny Jones" figured in his first series of suits. His attorneys subsequently took the matter into the state courts to establish the contractual aspects that F. A. Mills' financial position nullified any assignment privileges.

## AVER DREYFUS NOT PARTY TO ROUND ROBIN

Latent controversy that has sprung up in connection with the new American Society of Composers, Authors and Publishers membership contract involves Max Dreyfus, who is a member of the ASCAP board and mentor to the Warner Bros. publishing group. Publishers who favor singularity, the extension agreement as it now stands claim that Dreyfus has declared that he authorized no one to append his name to the round-robin protesting against the renewal terms and urging the trade not to accept them. This round-robin was circulated July 17 and besides Dreyfus contained the names of Sam H. Bornstein, Walter G. Fisher and Edwin H. Morris. Dreyfus, who has been in ill health for some time, is confined to his rural home, making it difficult to obtain verification of the reputation claim.

### Rodgers to Gotham

Hollywood, Aug. 20. Richard Rodgers, of Rodgers and Hart, left here Saturday (19) for a quick trip to New York. Hart stays here.

### Jack Harris' Quickie

Jack Harris, the local boy who had to go to London to make good as the big British society maestro, came to New York just for the ride and a week of hectic moments. He returned Saturday (19) after taking in almost everything in town, crammed into less than a fortnight. American showfolk, music publishers, song pluggers, band leaders, et al., went to town for Harris' quickie o.o. of New York town.

## Brunswick and Decca Bidding For Whiteman

Paul Whiteman is now the key man for prestige purposes in a Brunswick-Decca bid for the maestro's phonograph recording services.

Whiteman has been back on Victor for some time, and is standard with Victor, save for a brief lapse on the Columbia label when the figure was too attractive, and it's unlikely he will again switch.

American Decca Co. expects to be in a position to release its initial list of records Oct. 1. As yet it hasn't decided whether to retail its label at 50 or 75¢.

Rebulet records by Bing Crosby, Guy Lombardo and Victor Young, the new company has turned out a platter combining the Dorsey Bros. band with Bob Crosby.

Edward Lewis, head of the British Decca Co., is expected over on this side soon. He'll make the crowning look over his American subside as quickly as other business matters permit.

Hollywood, Aug. 20.

Jon Perry for Decca records has signed Orville Knapp's band for exclusive recordings. Also Stuart Hamblin Huiblin.

### SONG SHARK EVIDENCE

Grand Jury Will Hear About Racket Soon

Evidence gathered by the postal authorities on the "song shark" industry will be ready for presentation to a grand jury in the New York Federal court in two weeks. Indictments will be asked for the members of three publishing firms, which the investigators found had interlocking business interests.

During the inquiry of the "song shark" racket by the Government, popular music publishers as a whole were asked to fill out questionnaires which sought to find out whether the claims made by the "song sharks" to amateur writers had any basis in fact and trade procedure.

### PENNSY GETS LOPEZ, IT'S A REUNION

Vincent Lopez is slated to return to the Pennsylvania hotel, New York, an association which is regarded with unusual trade significance because Lopez first won attention there.

In the hotel shiftlings this fall Roger Wolfe Kahn, who closed at the Sun and Surf Club, Long Beach, N. Y., will go in a hotel this season. Jimmy Carr succeeded Kahn at the S-S club.

Jack Meskill has turned out the lyrics for two recent numbers. "Don't Let This Wagon Go" by Gene Kelly has been spotted in Universal's "Gift of Gab." De Sylva, Brown and Henderson have taken "Our Movie Honey-moon."

Ed Fitzgerald is out at the Del Mar, Santa Monica, Cal. Don Cate replaces and will remain over KFWB.

### Venuti Tries Europe

Joe Venuti and an instrumentalist in his regular unit called Saturday (19) for England. After several weeks of variety in England they'll swing over to the continent for a concert tour of Belgium and France. Bookings are by Mills Artists, Inc., through Harry Foster on the other side.

## RADIO-MUSIC'S GET-TOGETHER ON BRIBES

Broadcasting Code Authority has pledged itself to join the music publishing industry in a drive to eliminate plug bribery practices from radio. Formerly coterie has agreed to get together with the publishing trade on the project as soon as the music code has been signed by President Roosevelt and the committee to administer it has been appointed.

Suggestion advanced by the air code supervisors is that it would be best to wait until music itself has been equipped with a lawful club. With both codes in effect and each stipulating what constitutes bribery and the penalty attending any violation of the ban, the two authorities could then meet and map out a campaign with teeth in it.

Radio code group ever they are as anxious to suppress bribery as are the leaders of the music publishing industry. Broadcasters, the former coterie states, are getting fed up with the frequent late changes in programs made by handmen and warblers, and also with the class of pop releases that slip into the repertoire. It is the belief among this element that those conditions are in a large measure influenced by give-and-take relations.

### Palais Royal May Stay Dark; Riviera All-Year Possibility

Ben Marden may not reopen the Palais Royal on Broadway this fall, although still holding the lease and paying rent on the property. Instead, Marden Riviera roadhouse at Englewood, N. J. will be kept open until New Year's and possibly all year round.

Only reason Marden may reopen the Palais is to bow in the "Polles Bergere" revue from Chicago, which J. C. Stein and Cliff Plumber originally produced at Ratino Gardens, Cal.

### VALLEE STARTS WEST SEPT. 15; CHI STOPOVER

Rudy Vallee stops at the Pavilion Royal, Mervin roadhouse, Sept. 15 and heads to the Coast for his Warner Bros. picture, "Sweet Music," returning in November for the new revue at the Hollywood cabaret-restaurant, M. Y.

Meanwhile Charlie Davis continues as the band attraction, with Sophie Tucker or Kate Smith being negotiated for to come in as the early fall attraction prior to the new Danny Dare floor show, which will be produced for Vallee's return.

Chicago, Aug. 20. Lou Ligstone has signed Rudy Vallee and orchestra for a date at the R. & K. Chicago, for the week of Sept. 19 on the maestro's way west.

Vallee is bringing in his own people and will do the entire stage show. It's the first Vallee appearance in this territory in two years. Will get \$12,500 for the week.

### Steel Pier's 3 Orks

Atlantic City, Aug. 20. Reaching the peak of mid-season, The Steel Pier management has provided three bands for the midweek and evening dancing in the Marine ballroom, nearly a half mile out over the ocean.

In addition to Lopez and Frank Daily and his Meadowbrook orchestra, there will be Pie Rite and his Applaudation.

## Purifying Chi Barbary Coast

**Fair Officials Reported Behind Campaign in Effort to Ease Competish**

### Batons and Bones

The best arguments for same hands, superficially, are those nitricers around the country which have gambling casino adjuncts. The "show being" the lure for patronage, which according to the law of averages, can't resist trying with the galleping ivory or the wheel, the spheres are fancy plus.

For well can these spots afford to be generous, the experience of the bonifaces being that the jacks—particularly the leaders—aren't immune either and usually wind up having rendered services gratis, plus.

A couple of three hand leaders are a cinch. Their agent may ask for \$5,000 a week and the boss of the joint won't quibble and be safe in saying, "Okay, I'll pay 'em \$5,000 a week," or anything, because the establishment invariably gets it back via the casinos.

## So. Loses Imp't Point in 'Range' Suit vs. 8 Pubs

Eight defendants in the copyright infringement action brought by Southern Music Co. over the publication of "Home on the Range" scored an important point in their favor when Judge Weasley, in the New York Federal Court last week shifted the burden of proof to the plaintiff. On a motion of the eight defendants' counsel, Julian Ables, the court dismissed Southern's complaint, but at the same time allowed the latter company 10 days within which to file a new set of allegations. Altogether there were 28 publishers named by Southern in the suit.

Ables based his argument for a dismissal on two grounds. One was that the original copyright on the song was taken out only in the name of Mary Goodwin, one of the authors, while the renewal application, filed in 1912, contained the name of her husband, William Goodwin, as sole writer. Ables also contended that the disparity in the original publishing and copyright dates invalidated any claims that the authors or publishers might set up.

The permission granted by Judge Weasley, was to allow Southern to straighten out the defects in the complaint brought up by Ables. Court also stipulated that, after the amended complaint is filed, the defendants may renew their motion for dismissal. Eight firms represented by Ables were E. B. Marks, Robbins, Music Corp., Fox Music Publishing Co., DeSylva, Brown & Henderson, George F. Briegel, Inc., Hugo Fry, Carson J. Robinson and Paul Pioneer Publishing Co.

### Yacht Clubbers Set For London Repeat

Yacht Club boys sail for London and the Casino de Paris, since history in the British capital in mid-September. They're set for eight weeks.

It's a quick repeat to London for Adler, Kern—Kelly and Mann. (otherwise the Yachters), who last spring were booked into the competitive Moussiniere, London Quartet are currently at the Bimble Casino, N. Y.

### Bernie Extended

Galesburg, Aug. 20. Ben Bernie has been extended at Main Macco's Hollywood Dinner Club until Sept. 10 after coming in originally for only four weeks. Bernie collects \$7,500 a week and has been here to Hollywood for his second Paramount picture. The 700 capacity club has been \$100 and \$250 a week since Saturday.

Chicago, Aug. 20.

They've started a clean-up campaign along Chicago's side streets and Barbary coast. The new-layers and police are getting behind a movement to close up the taverns at one a.m. curfew, to fold up all honky-tonks and joy spots, and any places where life is free and easy.

It's understood that the Fair officials themselves are behind the latest campaign, on the grounds that so much easy laughs and life inside the loop and on the streets is too much competition for the Fair grounds.

Fair has been attracting that class of people which runs off to bed at 11 p.m. But the Fair has now decided to do a right-about face in regards to bars, curfew, etc., having last week passed a ruling that the Fair will never close.

So far only three spots have gone for the all-night stuff—Streets of Paris, Hawaii and Italian Village. Fair figures that if it can cut down on the loop competition it will be able to attract the spending mob to the grounds.

Newspapers are co-operating by publishing "expose" yarns on the taverns, the crooked gambling and the wrong life. They are especially playing up the impossibility of booting the gambling schools in an effort to keep the public out of the razzle-dazzle and send 'em skedaddling over to the Fair grounds.

## Weber Sets Aside Moss, Rose Philly Local Memb'ships

On complaints of a number of orchestra leaders, including Meyer Davis and the several Lantz brothers—Howard, Sam, George and about four others—the membership of Joe Moss and Irving Rose in the Philadelphia local of the American Federation of Musicians were not aside on cable orders from Joseph H. Weber, president of the AFM. The competitive band leader, who do much of the society work in and around Philly, complained that Moss and Rose got their memberships rushed through in an irregular manner.

Both Moss and Rose are prominent around New York for society dance engagements, while Lantz, the Lantz, et al., have Philly pretty much sewed up and also engage in dance jobs in the New York belt, Newport, R. I. and Washington, D. C.

### SEATTLE CAFES FIGHT SUNDAY BEER BAN

Seattle, Aug. 20.

Sunday-closing law 20 years old revived by anti-Sunday-beer crowd, with order from police banning crowds on Sunday. Local cafe men fighting the ruling in the courts.

If it goes, showmen fear it may be extended to include Sunday shows. Proved bombshell for nine clubs and beer parlors, which were getting big Sunday play.

**Hot News!**  
Katie Smith is back after a successful tour of the country's leading theatre American. She's the daughter of the famous singer and has been heard three weeks in the Chicago set. The last radio news of the year. Hear her sing "I Love You" and "A New Song is Over by" and "Sleepy Head".  
"THANK YOU FOR A LOVELY EVENING"  
"GIVE IN A LITTLE WHILE"  
"ALL OF YOU"

**ROBBINS MUSIC CORPORATION**  
100 SEVENTH AVENUE  
NEW YORK

## Night Club Reviews

### SIMPLON CASINO, N.Y.

This is Nick and John's smart roadhouse in Mamaroneck, a branch of Nick and John's West 53d street Simplon Club, long a nite life standard in the metropolitan belt. With summer taking the nocturnal bunch out on the road, a new thing has cropped up in the first year of post-rosal standards—the converted country club with a roadhouse aura.

All are on a pseudo-membership basis with a generous quota of "associate memberships" otherwise cuffs, issued to those who are chiefly welcomed for their self-inflicted spending proclivities. There are cocktail bars at every elbow to induce the liquid receipts—and these alone probably eclipse the regular restaurant business—along with the usual country club features—golf, tennis, swimming pool, etc. With any sort of a weather break the Simplon Casino does all right all around, the rollers making a day or a weekend of it on the grounds, with the recreation and the nifty facilities all combined.

This spot is the former Hommocks Country Club, which, like several other such establishments, fell to the heritage of smart nite life entrepreneurs like Nick and John.

As the cabaret attractions they have the Yacht Club Boys, Neva Lynne and Sedano, a new dance combination, and Ernie Holst's highly satisfactory danceband. The summer opened with Poppy d'Albrow and Dick Gaspare's band shifting to Westchester from the Chateau Rouge, but both have since migrated to Saratoga. The catering personnel is recruited from both the smart Chateau and the Simplon, so between the two the casino attracts a not too stiff bunch of patrons.

The Yachters, long a standard at the midtown Simplon, are back with some new and nifty numbers, plus their old faves. Their opening NRA-PDR-CWA number is a pip in construction and tempo. All their ditties, compositely self-authored by the foursome, are equally a tribute to their creative ingenuity. Charlie Adler (the others are Kelly, Kern and Manna) avers that they walked without knowing how much distance they traversed from Times Square to the Battery and back to Lindy's restaurant—but after that hike they came back with a brand new number, the NRA song.

Sedano is a tipse balcony terper who has been around with sundry

partners—Elizabeth Brown, most recently Mabello Swar and now Neva Lynne, who looks very nice on the stage and off, and who evidently has aptitude for ballroomology. Their routines are classy and effective. Ernie Holst has been too long a standard for dance music for further commentary—his long run at the Post Lodge at Larchmont (before the Glen Island Casino dented and finally kayped Mrs. Meyer's roadhouse) which got the Westchester kids like the Casa Loma band now does) established him in that neck of the woods.

The outdoor dining room of the Simplon Casino is a natural beauty spot. It's on a promontory overlooking the golf course, with the bandstand designed as the prow of a speedboat and with gay bunting and naval flags giving it all a nautical atmosphere. The inside dining room with the omniscient bars (two of 'em) is equally attractive, and the Simplon, has had some nice parties coming up the road for the Holst music and the Yachters' ditties.

Adel.

### RIVIERA, N. J.

Ben Marden's Riviera at Englewood, N. J., continues the roadhouse cleaner-upper hereabouts. It's its own best attraction, hanging on the Palisades cliffs in a most attractive natural location. But Marden wisely comports public interest with attractions.

The new floor show is authored by Jimmy McHugh and Dorothy Fields; Wallace Millan staging. Features "Lost in a Fox," a pip of a number, plus other special material. Danny Healy, that perennial juvenile, m.c.'s ably. It's nicely produced and costumed (Kivileto), with Healy an engaging personality at the helm plus the usual line stuff (16 girls) and specialists, who include Gomez and Winona, The Toe Girls, novelty threesome, Pearl Twins, hotcha song-and-danceists, and Stanley Meehan handling the vocal interludes. Freddy Berren per usual okay with his danceation, and there's also a rumba unit for the Latin terp stuff—and they rumba and tango as much as they trot these days.

Healy as m. c. and general confereator contributes a note of eclat and good form which does much to further the general proceedings.

Gomez and Winona register with

their class ballroomology. The Toe Girls—a blonde, brunette and tilian—have some fancy lyrics which they sell well and Meehan likewise is a vocal stand-out with the more legit balladizing.

The real stand-out are the Cabin Kiddies, pickaninies ranging from 5-11 years, who wham 'em with their apicality. The colored kids first came to attention on the Vallee-Fleischmann "Yeast" program, and they're a genuine socko in their own spot. O.K. for Jersey, but can't work in New York state because of the juvenile laws.

Minimum check \$2; there's a \$2.25 table d'hôte and a \$3 shore dinner. After 10 p. m. the minimum is \$2 also. And all worth it! Adel.

### St. Moritz Roof, N. Y.

Homay Bailey and Lee Sims from the airwaves will have 'em talking with that vocal arrangement of Ravel's "Bolero," to which Miss Bailey set the lyrics. A difficult composition for instrumental performance, it's even more so for vocal rendition, but the personable soprano manages it quite handsily and bedside rates a bow for a not bad lyric, which audibly interprets the baroque theme of the now famous Ravel composition.

Bailey and Sims are the new attractions at the St. Moritz hotel roof garden. Leon Belasco's curving danceation continuing as it. Incidentally, why no one has corralled Belasco for disk recordings is something which the competitive Brunswick and Decca and Victor companies might now give thought to. In a key spot at this Central Park S. hostelry, and a radio name via his hotel sustainings and an intermittent commercial contract, Belasco's a natural.

Sims and Bailey officiate at mid-night exactly; not for dinner. Catering to a supposedly sophisticated late crowd at that hour, it might be a good idea for Sims to play down that homesy, folksy spirit of domesticity—calling his partner-wife "mom" and the like—and playing more legit. It's good stuff in the main, in theatre, radio, etc., but in view of the hotel environment that might be an advantageous compromise. Otherwise Sims' prowess as an ivory-tickler is too well known in the trade for further amplification. He's more than an accompanist, fashioning the vocal arrangements and generally clicking with his own Steinway specialties. Withal, they're a nice team. Adel.

## Performing Rights' Societies Stay Under Jurisdiction of Music Pub Code

### Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicators of the general plus popularity.

Data obtained from Radio Log compiled by accurate Reporting Service.

WEAF	WJZ	WABC
Title		
Parson Southern Accent...	36	
Only Have Eyes...	29	
Very Thought of You...	28	
For All We Know...	27	
Dances...	26	
I Saw Stars...	25	
Moon Glow...	25	
Never Had a Chance...	25	
All I Do Is Dream...	22	
I'll Close My Eyes...	22	
Love in Bloom...	22	
Then I'll Be Tired...	22	
Mean Over Shoulder...	20	
Say It...	20	
Spell Bound...	20	
Hummin' and Whistlin'...	19	
Panama...	19	
Prize Waltz...	18	
Once in Lifetime...	17	
Lights Low, Music Sweet...	17	
Eyes Wide Open...	17	
Dancing on Rooftop...	16	
Ooh You Mister...	16	
Didn't Believe Me...	16	
I'm in Love...	14	
Call You Mine...	14	
Take Lesson from Lark...	14	
La Guaracha...	14	
Thank for Lovely Eve...	13	
The Breeze...	13	
What Good Is Good?	13	
Dust on Moon...	13	
Wish I Were Twins...	12	
Moon of Deeds...	12	

NRA administrators of the music industry's code see no reason for removing the clause which being the performing rights societies under the covenant's authority. This viewpoint was announced last week by John Williams, NRA supervisor for the publishing industries. If Williams' stand prevails it means that the American Society of Composers, Authors and Publishers, the European Society of Stage Authors and Composers, the Jewish Composers' Society and other similar organizations will be as much a part of the music code as the publishing industry. Williams also proposed to have the code include arrangers.

Music Publishers Protective Association had been amenable to the exclusion of performing rights societies from the provisions of the code, but Williams demurred. He said he felt that both the performing rights and arrangers factions should be included and avowed that it would, however, be necessary to revamp the definition of the music industry as currently contained in the code so as to clearly take in both these elements.

Popular music provisions of the code have all been straightened out. Williams, however, is seeking to have devised a single clause covering all bribery practices.

### School Discounts

Angle on the standard phase of the code that Williams wants closed-up is that which gives the dealer protection from underpricing by publishers in their direct sales to schools and teachers. As this provision now stands the publisher is not permitted to service these consumers at prices lower than those asked of the local dealer. Williams questions the economic wisdom of this dealer protection and he has asked the spokesman for the standard publishers to go over the pro and con arguments on the subject with him at a conference in Washington slated for this week.

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